

# Organon в мире

[Organon] Proprietary  
С июня 2021 года

**140+** стран,  
где присутствует Organon

**9000+** сотрудников в Мире

**6** собственных заводов

# Organon в России

С января 2022 года

**26** регионов в России, в которых представлена компания «Органон»

**200+** сотрудников в России

**20+** брендов, зарегистрированных в России



## Brand & Customer Manager

### Position Overview

Brand & Customer Manager (BCM) responsible for developing, monitoring and innovatively refining in-country marketing activities and strategies for certain products to increase market penetration and profitability. To do this, he/she ensures country alignment with global and regional brand strategy and planning. Analysis market trends and develops product positioning and growth strategy.

### Specific responsibilities include:

- Lead development of annual strategic and monthly operational brand planning in-country, taking into account in-depth understanding of customer and patient needs, the market environment (including competitive intelligence), resource availability and strategy and planning standards
- Leads development, execution, refining of marketing plans to meet sales and share results, optimizing available resources
- Actively analyze key competitors' performance and marketplace and identify key measures to assess plan performance at the market, segment, and customer levels, taking into account key drivers of customer and consumer behavior
- Establish and maintain strong working relationships with key customers and top opinion leaders. Identify and lead execution of key opinion leaders' development program, in support of in-country brand planning
- Ensure cross functional work with strategy and planning Brand team, Sales & Commercial, Medical Affairs department, purchasing and finance departments, key opinion leaders
- Actively take part in developing and implementing the Portfolio Selling concept

### Qualifications, Skills & Experience:

- University degree
- Successful working experience no less than 3 years in marketing
- Thorough understanding of product life cycle
- Excellent communications skills
- Initiative, strategic thinking and creative problem-solving approach
- Excellent analytical and planning skills
- Advanced English

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