

开发创新疗法是科学领域中最具挑战性、最重要和最有个人价值的领域之一。在我们追求将创新科学转化为患者价值的过程中，成为安斯泰来的一员是一个令人兴奋的时刻！我们是一家拥有独特的合作和以患者为中心的文化的公司。现对以下职位进行公开招聘，欢迎公司符合条件的同事投递简历或推荐外部候选人。

职位: Brand lead/Sr Manager/Director, Ophthalmology

部门: Launch Excellence and Brand Planning

直线经理: Head of launch and marketing excellence

工作地点: Beijing/Shanghai

Responsibilities and Accountabilities:

• Strategic Planning & Execution

- Lead brand strategy co-creation with Launch Excellence and Global SBM for to-be-launched product(s)
- Develop, implement, and manage marketing strategies aligned with corporate objectives to grow the ophthalmology product portfolio in China
- Conduct market analysis, competitive intelligence, and customer insights to inform strategy.
- Lead annual Commercial Operational (brand) planning exercise

• Brand & Portfolio Management

- Establish and maintain strong brand positioning and differentiation in the ophthalmology sector.
- Develop campaigns targeting healthcare professionals (HCPs), hospitals, clinics, and patient awareness initiatives

- Drive portfolio lifecycle management

- **Stakeholder Engagement**

- Build and maintain strong relationships with Key Opinion Leaders (KOLs), professional associations, and relevant healthcare stakeholders.
- Represent the company at industry events, medical conferences, and advisory boards.

- **Commercial Support & Alignment**

- Collaborate closely with Sales, Medical Affairs, Market Access, and Regulatory teams to ensure integrated go-to-market execution
- Support sales force effectiveness through marketing materials, product training, and key messaging.

- **Team Leadership**

- Lead, coach, and develop a professional marketing team to achieve business objectives.
- Foster a culture of innovation, accountability, and performance excellence.

- **Budget & Performance Management**

- Manage marketing budgets effectively with a focus on ROI.
- Track KPIs and performance metrics to measure success and adjust plans accordingly.

Required Qualifications:

- Bachelor's degree in Marketing, Business Administration, Life Sciences, or related field; MBA or advanced degree preferred.
- Minimum of 10 years' marketing experience in the pharmaceutical, biotech, or medical device industry, with at least 5 years in ophthalmology or a related therapeutic area.
- Strong understanding of China's healthcare market, regulations, and commercial environment.

- Demonstrated success in launching and growing products in China.
- Proven leadership ability to inspire and manage teams in a matrix organization.
- Excellent communication, presentation, and interpersonal skills in both Mandarin and English.
- Analytical mindset with data-driven decision-making capability.

Preferred Qualifications:

- Experience in new product launch planning is an added advantage

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