

HEAD OF STRATEGIC MARKETING & EARLY BUSINESS VENTURES

To strengthen its leading position in the field of connected drug delivery solutions, Biocorp is seeking for a Head of Strategic marketing & early business ventures.

The Head of Strategic marketing & early business ventures will be in charge of defining Product and commercial strategy for Biocorp's connected solutions, support the development of new software solutions in specific fields by bringing insightful market data, create a new line of services around software development and data analytics, and actively promote these new services to Biocorp pharma and BtoB customers.

MISSION

Attached to the VP Business Development, you will play a key role in Biocorp innovation and commercial strategy and lead the implementation of new solutions & business lines. Your main missions will be the following:

- Build a new line of services around software development (design, development, maintenance/upgrades of software solutions) and data analytics, leveraging Biocorp's existing expertise & cloud-based capabilities,
- Actively promote this new line of services among pharma and BtoB customers,
- Evaluate the commercial potential of all Biocorp product pipeline, through detailed Business Plans highlighting potential revenues and ROI,
- Perform Market Research to support R&D in the development of new software solutions in specific therapeutic areas & define the Target Product Profile,
- Define go to market strategies & Product positioning for the selected products, in collaboration with the Operational Marketing department,
- Increase value of Biocorp products & services and company's awareness through targeted partnerships with Digital Health leaders.

PROFILE

You have a master's degree in business or marketing, with 10 years of experience in the healthcare industry (strategic consulting, pharma, medtech, DTX...).

A broad skill set and experience in areas including leadership, business development, product management, financial modeling, information technology, and driving multi-discipline project teams are required for success. You are perfectly fluent in both French & English.

REPORTING

You will be reporting to the VP Business Development & Commercial Operations. Please send your application to: aguillet@biocorp.fr

CONTRACTUAL SITUATION

Permanent position.

LOCATION

Paris, France.