

Market Intelligence Manager – JOB DESCRIPTION

INFORMATION ON THE JOB	
Job Title	Market Intelligence Manager
Department	CEDx - Customer Engagement and Digital Experience
REQUIREMENTS ON THE POSITION	
Required level of education	• Bachelor's or master's degree in business, Life Sciences, Pharmacy, Market Research, Data Science, or a related field.
Required work experience	• Minimum of 5-7 years of experience in market intelligence or strategic analysis in the pharmaceutical, healthcare, or related industry. • Strong understanding of the pharmaceutical market, healthcare systems, and competitive landscape in the European region. • Experience in both qualitative and quantitative market research techniques. • Proven track record of delivering actionable insights to inform strategic decisions using data analytics.
Required skills & knowledge	• Strong analytical skills with the ability to interpret complex datasets and draw meaningful conclusions. • Ability to perform advanced statistical analysis, including trend forecasting and predictive modelling. • Knowledge of regulatory affairs and regional market access policies. • Proficiency in using Power BI, Excel, Tableau, or other data visualization tools to create interactive dashboards and reports. • Good working knowledge and understanding of Web & Mobile CRM platforms (Veeva, Salesforce, OCE) and underlying data • Experience in one or more programming languages (e.g., VBA, R, SAS, Python) is a strong plus • Detail-oriented and highly organized. • Self-motivated with the ability to work independently and manage multiple projects. • Collaborative team player with a proactive and solutions-oriented mindset. • Able to adapt quickly to changes in market conditions and priorities • Language: Advanced English mandatory

Objectives

As a **Market Intelligence Manager** at Chugai Pharma Europe, you will be responsible for collecting, analyzing, and interpreting market data to support business decisions and strategic initiatives across the region. You will leverage advanced data analytics techniques and tools, including Power BI, to provide actionable insights that inform the company's product development, marketing strategies, sales, and overall market positioning in the pharmaceutical industry. Your expertise in data visualization and analysis will play a critical role in ensuring that market intelligence is aligned with regional and global business objectives.

Key Responsibilities:

- **Market Research & Analysis:** Conduct in-depth market research to analyze pharmaceutical industry trends, regulatory changes, competitor activities, and customer behaviour.
- **Data Visualization & Reporting:** Create and maintain dynamic dashboards and reports in **Power BI**, presenting key market insights in an accessible format for stakeholders.
- **Competitive Intelligence:** Monitor and analyse competitor products, pricing strategies, clinical trials, and regulatory activities to provide competitive intelligence in the pharmaceutical sector.
- **Cross-Functional Support:** Collaborate with sales, marketing, product development, and regulatory teams to integrate market insights into business strategies and forecast market demand.
- **Strategic Forecasting:** Use data-driven models and predictive analytics to assist in sales forecasting and identify opportunities for growth in the regional pharmaceutical market.

What You'll Do:

- Develop and implement data analytics and business insights strategies to fuel commercial growth.
- Ensure data integrity and accuracy for effective business planning.
- Collaborate with various departments to enhance our data capabilities and support strategic decision-making.

	- Continuously improve data processes to boost the effectiveness of our business strategy. Why Chugai EU? At Chugai EU, you will be at the forefront of transforming data into strategic assets that drive our commercial success. If you are a data-driven professional with a passion for making impactful decisions, we want to hear from you. Tasks Data Analytics & Reporting: - Analyze complex market data from various sources to extract key insights using Power BI, Excel, and other analytical tools. - Develop interactive dashboards, data visualizations, and reports that present market intelligence in a user-friendly manner for key stakeholders. - Use advanced analytical techniques to uncover trends, correlations, and insights that can inform strategic decisions at both the regional and global levels. Market Research & Analysis: - Conduct comprehensive market research (both primary and secondary) on key therapeutic areas, market trends, competitors, customer preferences, and regulatory developments in the pharmaceutical industry. - Monitor regional market dynamics, including emerging competitors, pricing strategies, distribution channels, and market access factors. - Identify and analyze market opportunities, risks, and potential threats to the business using advanced data analytics. Competitive Intelligence: - Track and analyze competitor activities, including new product launches, pricing strategies, clinical trials, regulatory approvals, and marketing tactics. - Develop competitor profiles and benchmark them against Chugai's products and strategies to identify competitive advantages or gaps. - Present findings through dashboards and reports for easy access by leadership and cross-functional teams. Cross-Functional Collaboration:
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	○ Partner with regional sales, marketing, business development, regulatory affairs, and product teams to ensure market insights are integrated into business strategies and tactical plans. ○ Provide data-driven recommendations and market intelligence support for business planning, forecasting, and customer segmentation. 5. Stakeholder Management: ○ Establish and maintain relationships with key stakeholders, including external research firms, consultants, and industry experts, to stay updated on market trends and intelligence. ○ Engage with global market intelligence teams to align regional insights with global strategies. 6. Strategic Forecasting: ○ Contribute to regional sales forecasting and business planning processes by providing relevant market intelligence, including predictive modeling and trend analysis. ○ Utilize Power BI to support the demand forecasting process and help the team anticipate market shifts and potential growth areas. 7. Regulatory & Policy Monitoring: ○ Stay informed on regional regulatory changes, healthcare policies, and reimbursement landscape that may impact market access and business strategies. ○ Use data analytics to assess the impact of regulatory changes on market dynamics and business performance. 8. Continuous Improvement: ○ Continuously assess the effectiveness of market intelligence processes and tools, suggesting improvements or new approaches to enhance the quality of insights. ○ Leverage advanced analytical tools to improve data-driven decision-making across the business.
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SPECIAL POWERS OF THE POSITION (PLEASE FILL IN)	
Powers of attorney	N/A
Budgetary responsibility	N/A
DATE / SIGNATURE	

date	First/Last name	Executive / Insert Managers title
date	First/Last name	Job holder
date	First/Last name	for the HR department