

## REGIONAL BUSINESS MANAGER (RBM)

### JOB DESCRIPTION

Aspen Pharmacare Canada, a branch of Aspen Holdings, was founded in 2014 to offer the Aspen Group's expanding portfolio of pharmaceutical and consumer healthcare products to Canadians. Aspen Holdings is a South African-based supplier of branded and generic pharmaceuticals to more than 150 countries across the world, providing products renowned for their quality, efficacy and affordability. In Canada, Aspen is committed to continuing this legacy by providing high quality, branded medicines at prices that are competitive and represent fair value to our customers and patients.

At Aspen you'll find an engaging fast-paced environment, challenging projects and the opportunity to design your career. Seize the ability to think differently and collaborate with innovative minds to influence some of the most critical issues facing healthcare in Canada.

Aspen Pharmacare Canada currently has an opening for the following vacancy:

<b>Position:</b>	Regional Business Manager (RBM), Primary Care & Hospital Divisions – Quebec/Atlantic
<b>Location:</b>	Montreal, QC
<b>Reports To:</b>	Sr. Director Sales & Marketing
<b>Responsibilities:</b>	<p>Reporting to the Sr. Director Sales &amp; Marketing; the Regional Business Manager (RBM) will direct the sales team and provide leadership towards the achievement of sales growth and profitability in line with Aspen vision and values.</p> <p><b>ESSENTIAL RESPONSIBILITIES</b></p> <ul style="list-style-type: none"> <li>• The RBM is responsible for the effective strategic and tactical implementation of the marketing and sales strategy for assigned therapeutic brands and hospital accounts.</li> <li>• The RBM will provide strategic leadership to a team of Business leaders within the Primary Care as well as Hospital Divisions. In addition, the RBM will collaborate with internal cross-functional stakeholders to ensure achievement of annual sales goals, as well as the securement and maintenance of profitable contracts with key target accounts.</li> <li>• The RBM is also responsible for the dedicated recruitment, coaching, development, management and motivation of the Key Account Manager team.</li> </ul>

- Maintains full complement of Business Leaders by hiring for vacant or new positions. Coordinates the interview and selection process collaborating with Human Resources and the Sr. Director Sales & Marketing
- Contribute to the development and training of the team's professional competency. Ensures Business leaders receive appropriate training and development as required. Investigates the appropriate internal and external forums to meet the developmental needs of all Business leaders as outlined in their Individual Performance Reviews and as it relates to the organization's succession plan.
- Conducts detailed mid-year and annual performance reviews for all Business leaders on their team. Conduct one on one review with team members to build more effective communications and to provide insight for the improvement of team's performance.
- In conjunction with the Sr. Director Sales & Marketing sets annual quotas and objectives for sales team.
- Leads the agenda development and organization of all regional sales meeting. Co-leads national sales meeting with Marketing.
- Executes annual Sales Tactical Plan by leading the collaborative development of Regional POAs, account specific business plans, and territory budgets. Provide oversight and coaching to Business leaders on execution of POA's and business plans to meet set expectations and timelines.
- Develop and evolve as needed, an appropriate business plan template/stakeholder map for Business leaders and ensure usage.
- Ensure team meets or exceeds all standards for prospecting calls, presentations, proposals and closes.
- Drive new sales development by initiating proper project and people management techniques.
- Take calculated risks when the opportunity presents itself and within the entrepreneurial spirit.
- Responsible for being an expert on the hospital business- sales, customers, stakeholders, patient groups, etc. through interpretation of data, reports, analytics, market research insights, stakeholder mapping.
- Maintain appropriate relationships with key stakeholders (e.g., Key Opinion Leaders, Pharmacy Lead, P&T committee, procurement stakeholders, and relevant central agencies) and participate in protocol/pathway discussions while following compliance guidance.
- Accountable for maintaining (self and direct reports) a thorough understanding and adherence to all applicable code, policies and regulations (i.e. Innovation Medicines Canada Code of Ethical Practices, code of conduct, etc.).
- Upholds a commitment to compliance and operates with integrity within all business activities. Upholds a commitment to compliance by exercising

	<p>proper supervision and oversight to ensure due diligence within one's region.</p> <ul style="list-style-type: none"> <li>• Operational Expense management (OPEX). Control expenses to meet budget guidelines.</li> <li>• Ensure proper execution and tracking of accounts through close analysis of monthly sales reports.</li> <li>• Provide timely, accurate sales prospects and activity reports for management meetings.</li> <li>• Focus on delivery of targets, quality and deadlines.</li> <li>• Inspire self and others to meet and exceed annual budget.</li> <li>• Relationship and teamwork</li> <li>• Understand how to facilitate team processes and appreciate the big picture.</li> <li>• Provide leadership and coach team to build motivation and more effective selling skills.</li> <li>• Delegate responsibilities with accountability and follow up.</li> <li>• Set example for team members in areas of personal character, commitment, organizational and work habits.</li> <li>• Adhere to all company procedures, policies and business ethics, and ensure they are communicated and implemented within the team.</li> </ul>
<b>Qualifications:</b>	<ul style="list-style-type: none"> <li>• University degree in business or sciences is mandatory</li> <li>• Minimum of 5-10 years of proven successful sales and sales management track record selling pharmaceutical products in both primary care as well as Hospital setting.</li> </ul> <p><b>IDEAL PROFILE:</b></p> <ul style="list-style-type: none"> <li>• Previous Sales Management experience within Women's Health, Cardiology, Anaesthesia or General Surgery preferred but not mandatory.</li> <li>• Previous experience in Marketing, Training or other functional area.</li> <li>• Thorough understanding of GPO's and Direct Account Sales in Canada</li> <li>• Proven leadership &amp; ability to motivate team members.</li> <li>• Demonstrated understanding of the business drivers, dynamics, regulations and market access within the pharmaceutical industry</li> <li>• Strong business analytic ability to analyze data as well as develop, execute and adjust business plans</li> <li>• Proven competencies for sales efficiency, establishing performance metrics and networking</li> <li>• Excellent presentation and negotiation skills (verbal/written).</li> <li>• Capable to organize, plan and execute tasks reliably and independently.</li> <li>• Able to think logically around issues &amp; tasks and provide solutions.</li> <li>• Strong understanding of market dynamics and customer relationship management.</li> </ul>

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|  | <ul style="list-style-type: none"> <li>• Proven track record of demonstrating initiative and innovative approach when dealing with ambiguity</li> <li>• Proficient in MS Office, experience with CRM systems.</li> <li>• Travel required in the province of Quebec as well as quarterly travel to Atlantic Canada and surrounding areas for the purposes of customer visits, etc.</li> <li>• Valid driver's license and access to a vehicle for regional coverage</li> <li>• Fluency (written and verbal) in both French and English</li> <li>• Demonstrating Aspen's core business competencies, the ideal candidate will be performance driven, create the future, make sound decisions, foster consumer and customer commitment and take accountability and ownership. In addition, the candidate will have excellent professional communication skills; having the ability to influence others, demonstrate a passion for their company, continuously grown and develop and take action with integrity.</li> </ul> |
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If you are interested in this position, please send your cover letter and resume with salary expectations to [can.careers@ca.aspenpharma.com](mailto:can.careers@ca.aspenpharma.com) . Specify **Regional Business Manager – QC/ATL** in the subject line of your email and your cover letter.

We thank you for your interest in employment with Aspen Pharmacare Canada however, only those candidates selected for an interview will be contacted.

We are committed to providing persons with disabilities equal opportunities regarding all employment activities, including access to jobs and accommodations during employment as required, in accordance with the Ontario Human Rights Code (OHRC) and the Accessibility for Ontarians with Disabilities Act (AODA).