

Key Account Manager Valencia (Eastern Spain Region)

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Company: CSL

Location: Spain

Category: arts-design-entertainment-sports-and-media

The key Account Manager (East Spain Region) will be responsible for developing and maximizing the commercial opportunities and minimizing threats to CSL Seqirus business through implementation and management of commercial programmes with key purchasing decision makers in public health and the national immunization program as well as continually maximising profitability.

The role also includes maintaining relationships with key stakeholders in the Spanish market of vaccination and creating new long-term oriented relationships to continually advance market share while meeting the needs of public health.

This role is responsible for the Eastern area of Spain, covering Valencia, Murcia, Aragón and Balears Islands

The successful candidates will ideally be based in Valencia

Responsibilities include: -

The development, implementation and management of commercial programmes and agreements to maximise sales profitability and benefit to CSL Seqirus within the appropriate commercial accounts.

Ensuring the identification and feedback of commercial threats and opportunities of external market and internal changes. Using these insights to further develop commercial programs to mitigate any risks.

Significant improvement of efficiency and productivity of Market Access processes, building and presentation of Action Plan per KA (Business Review).

Ensure Best in Class New Selling Model Implementation: capture competitors' information for developing opportunities for Key Customer Products, etc.

Accountable for the strategic optimization of resources to achieve superior short- and long-term outcomes: Direct and align Key Account Management resources across critical KA channels: Public and Private channels, Employers, Managed Care, Insurers/Payers, etc. Set KA channel targets and resource allocation strategy in collaboration with General Medicine Department, Finance Department and Business Franchises.

Key role in influencing key decision-makers and influencers at both National and Regional level through:

Manage and negotiate the commercialization of the Seqirus global portfolio in Public Health and Private segment.

Manage offer / tender process of key accounts regions.

Establish medium- and long-term partnership relationships with key decision makers (i.e. Public Health Director from Regions and both technical and economic staff from local Govs.).

Produce and implement a commercial plan for each key account managed.

Identify business opportunities and threats of their key accounts; update commercial plan to reflect insights.

Facilitate the introduction of new key products demonstrating differential benefits and value proposition.

Know all the concerns involving the Regional commissions (meeting days, players, influencers, and decision makers)

Ensure a good service for the accounts.

Accountable for the analysis of how competitive actions impact on Regional accounts: Systematic leverage of competitive intelligence insights to influence company business strategy formulation process and resources allocation. Direct and perform market analysis for primary KA channels and prioritize customers.

Accountable for the cross-functional coordination in development and implementation of

strategic plan of action by account: Develop cross-channel KA plans that encompasses commercialization, account management & account profitability, fulfilment, channel service, customer service, patient service and KAM resource allocation, using optimal resources in company incl. CRM when available. Specially those cross functional activities related to logistics and tendering.

Accountable for establishing beneficial and innovative networks and alliances with key stakeholders: identify and pursue opportunities to improve performance through those relationships

Qualifications, Skills and Experience: -

Bachelor, preferably in Scientific health or business-related subject.

Postgraduate studies in business management, health economics,

MBA or similar.

Previous experience in negotiating between health authorities and pharmaceutical industry

Experience in vaccines highly desirable

Collaborative

Excellent communication and Presenting skills

Spanish and English communication skills

Our Benefits

CSL Seqirus is committed to attracting and retaining world-class employees who are valued for their contributions to achieving business objectives.

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