



Solen Therapeutics Job Description

Job Title: Senior Director, Marketing	Reports To: CCO	Date Created: 03/08/2024
Department: Commercial	Job Type: <input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Contractor	

SUMMARY OF JOB (brief description): Soleno Therapeutics, Inc., based in Redwood City, California, is a clinical-stage biopharmaceutical company developing novel therapeutics for the treatment of rare diseases. We are seeking a dynamic and strategic Senior Director of Marketing to lead our marketing efforts

drive the successful launch and commercialization of our pediatric rare disease therapy for Prader Willi Syndrome (PWS). The ideal candidate will possess a unique blend of strategic thinking, creativity, and hands-on execution skills, coupled with a deep understanding of the marketing of brands in the biotech and pharmaceutical industry, and particularly in the pediatric rare disease space.

Solen is looking for someone who can quickly develop an insightful understanding of how the market or markets (pediatrics and adults) work and then be a strong voice of those insights up and down and across the organization. The right person for this role will be facile at integrating diverse perspectives and nimble at developing strong disease state and brand strategies. Experience in recently launching a rare disease medicine is extremely important as Soleno has the potential to launch DCCR in mid-year 2025. Innovation and understanding of all stakeholders, including payers, will be important to develop a successful integrated US go-to-market strategy and executional plan. A particularly strong communicator and partner to the CCO, to cross-functional teams, and extended team of external partners/vendors/agencies is a must.

RESPONSIBILITIES:

- Develop and implement a Global Marketing Strategy, with priority on the US market, working closely with cross-functional teams to evaluate options and co-create a comprehensive plan aligned with corporate, disease area and brand objectives and business goals.
- Create and execute go-to-market strategy, disease state education campaign, brand plan for product launches that will result in rapid uptake upon launch and strong differentiation.
- Lead the development and management of the company's launch plan and brand strategy, ensuring consistency across all communication channels; Establish and maintain brand guidelines to reinforce the company's image and values.
- Conduct robust market research to understand the pediatric rare disease landscape, competitive positioning, and target audience needs; translate findings into differentiating insights and commercial actions.
- Analyze market trends, customer insights, and competitor activities to identify opportunities and threats and develop approaches that mitigate or harness.
- Develop effective promotional materials and sales tools that enable salesforce.
- Oversee the development and execution of an omnichannel go-to-market and brand plan, utilizing novel channels (online advertising, social media, and content marketing) and traditional channels (conferences, events, and print materials).
- Advance our partnerships and thought leadership with key opinion leaders (KOLs) in the PWS space, working closely with Medical Affairs.



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- Develop and manage marketing budgets, leading efficient allocation of resources to maximize impact.
- Partner with the VP of Commercial Analytics and Operations to develop KPIs, launch metric dashboard, and monitor and report on the return on investment (ROI) of marketing activities.

QUALIFICATIONS:

- Minimum of ten years of experience in pharmaceutical or biotech marketing, with a focus on rare diseases and pediatrics preferred.
- Bachelor's degree in marketing, business, or a related field; MBA is a plus.
- Proven track record of successfully launching and marketing pharmaceutical products.
- Strong understanding of regulatory and compliance requirements within the pharmaceutical industry.
- Ability to work through ambiguity at pace and effectively collaborate cross functionally.
- Excellent leadership, communication, and interpersonal skills with the ability to think critically and at the strategic level.
- Must be a self-starter and be highly proactive.
- Ability to thrive in a fast-paced and dynamic environment.
- Ability to travel up to 50% of the time.

Salary Range:

Senior Director: \$220,000 - \$270,000 (Actual salary at the time of hire may vary and may be above or below the range based on various factors, including, but not limited to, the candidate's relevant qualifications, skills, and experience, as well as the location where this position may be filled.)

Please submit resumes to Solenio Therapeutics, Inc. at hr@solenio.life.