

Job Description

Job Title: Regional PWS Stakeholder Liaison	Reports To (Title): VP, Customer Experience	Date Created: July 17, 2024
Department: Commercial	Job Type: <input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Contractor	

Soleno Therapeutics, Inc., based in Redwood City, California, is a clinical-stage biopharmaceutical company developing novel therapeutics for the treatment of rare diseases, including Prader-Willi syndrome (PWS). At Soleno, we are driven by the unique and multi-faceted needs of the PWS community. Like these individuals, resilience is part of who we are – it is in our chromosomes – and our team is made up of exceptional colleagues whose collective efforts are woven together to deliver meaningful outcomes, both professionally and for those living with PWS.

We value collaboration, integrity, and respect. These characteristics have allowed us to forge strong, authentic bonds with the caregivers, patients, health care professionals (HCPs) and community members we serve. We are proud to work alongside them every step of the way. Like those living with PWS and their families, we are not deterred by challenges or bumps in the road. In fact, we embrace them and learn from them to defy odds when necessary. We apply this determination and scientific rigor to our all aspects of our business.

Our employees are our most important asset, and we are looking to expand across many functions during this important and pivotal time. We encourage you to join us in making history. **We all share the most important goal of bringing solutions to the PWS community. They are waiting.**

SUMMARY OF JOB (brief description): This role will be responsible for the development and execution of thought leader strategy, tactical plans and activities that drive strong thought leader and c-suite engagement based on science, and commitment to patients across all marketing channels. The behaviors that are critical for success are collaboration, communication, planning, relationship building, and the ability to execute tactical initiatives to drive brand performance.

RESPONSIBILITIES:

- Act as commercial liaison on thought leader engagement, interacting across departments including Sales, Medical Affairs/MSL, and Marketing.
- Interpret and translate scientific clinical data and market research insights into commercial key account strategy aligned to brand strategy.
- Identify novel opportunities to partner with national and regional professional HCP associations to drive disease and product education.
- Formalize meetings (live, virtual, Congress) with senior leadership and KOLs.
- Lead the peer-to-peer speaker/bureau development strategy as well as execution (content exploration and development, speaker identification, selection and utilization).
- Ensures that all Medical Legal Review (MLR) processes are followed, and all programs are compliant with legal guidance and corporate policies.
- Measures the impact of key account marketing activities on a continual basis and adjusts course where appropriate.
- Responsible for the development and management of the regional thought leader engagement promotions budget, group home C-suite promotions and managing vendors.
- Develops and leads an integrated PWS regional approach for product launch within each identified critical account. Proactively engages account team members to plan, effectively implement, and evaluate launch activities within assigned accounts.
- Develops and delivers presentations as needed to commercial management and other internal groups.
- Other duties as assigned.

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QUALIFICATIONS:

- Bachelor's degree in marketing, health care, business administration or related or an equivalent combination of relevant education and experience may be considered.
- A minimum of 8 years of progressively responsible experience and advancement within healthcare, pharmaceutical or biotech industry in sales, sales training or marketing. Rare and pediatric disease experience preferred.
- Scientific and clinical acumen; ability to engage with National KOLs, C-Suite on key topics, Vendor assessment and management, budget development and management, executive presence, ability to influence without authority, excellent planning skills.
- Product launch experience or major new indication launch experience.
- Strong Biopharmaceutical experience in sales, sales training, thought leader liaison or marketing roles.
- Experience and demonstrated ability to learn and discuss complex scientific and clinical concepts.
- Ability to work successfully in a dynamic, fast paced, team-oriented environment.
- Proficiency at creating and communicating a clear vision among team members effectively aligning resources and activities to achieve functional area and/or organizational goals.
- Ability to travel up to 50%.

Salary Range: \$200K - \$230K (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.)