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Description:

The Country Brand Manager for the Gulf Oncology will define and drive products growth of Oncology and lifecycle management, forecast revenue and OPEX of assigned brands in coordination with the Category Lead, ensuring the realization of revenue and profitability targets across the Gulf markets (UAE, Qatar, Oman, Bahrain and Kuwait).

Job Responsibilities: Develop marketing plan and strategy

Drive voice of customer insights

Drive segmentation of audiences across markets to optimize messaging and GTM plans

Collaborate with CMO organization to deliver breakthrough campaigns and promotional efforts.

Job Requirements: Bachelor's Degree or equivalent required, Master's degree or MBA in Marketing is desired.

5-10 years of commercial experience in Pharma Industry. #J-18808-Ljbfrr

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