

Confidential Position Specification

Associate Director, Market Research and Analytics

Chelsea Therapeutics

October 2010

CONFIDENTIAL POSITION SPECIFICATION

Position	Associate Director, Market Research and Analytics
Company	Chelsea Therapeutics
Location	Charlotte, North Carolina
Reporting Relationship	Keith Schmidt, MBA, VP Marketing and Sales
Website	www.chelseatherapeutics.com

POSTION SUMMARY

Reporting to the VP of Marketing and Sales, the Associate Director of Market Research and Analytics will play an important role in driving the company's future growth with responsibility for conducting and leading all market research efforts and sales force analytics to prepare for the commercialization of Northera™ (droxidopa), the company's first product to be commercialized. After launch, this position will be responsible for all ongoing sales force and marketing analytics, working closely with outside data vendors i.e. IMS, Verispan, Datamonitor, etc. as well as developing and implementing primary market research projects as requested. This position will necessarily need to build a strong collaboration with the internal sales and marketing directors to lead the effort to assess the impact of the sales force efforts and marketing spends. The success of this position will be derived from an ability to integrate into the highly collaborative and team-oriented culture at Chelsea.

KEY RESPONSIBILITIES

The Associate Director of Market Research and Analytics will have strategic and tactical responsibilities as follows:

- Provide strategic influence within Chelsea by managing and providing the information and intelligence to drive critical business decisions through the collection and interpretation of primary and secondary research, providing recommendations to management on the various decisions which need to be taken in preparation of the launch and ongoing commercialization of Northera.
- Develop and manage all market research studies/projects from inception to completion, including, but not limited to,
 - identifying the most appropriate market research firm/vendor for each study

- designing the study
 - assisting with the development of the market research tools needed
 - analyzing and interpreting the data
 - and providing the findings and corresponding recommendations to senior management.
- Provide Chelsea with expertise in data mining, data analysis, and interpretation of the data.
 - Author routine and ad hoc reports containing actionable recommendations and make presentations which answer questions and instill confidence in the decision making process at Chelsea.
 - Monitor sales force activities, prescription data, market share data, etc. and prepare dashboard reports for management which can help to set and monitor sales force goals.
 - Assist with sales force sizing activities, applying tools to assess expansion priorities based on physician counts, sales potential, etc.
 - Develop analytical tools & databases to assess market segments: MDs, Nursing Homes, Extended Care Facilities, Managed Care, Home Health, etc.
 - In collaboration with key counterparts in R&D, regulatory, marketing, and sales, play a supportive role in defining the overall strategic direction for the portfolio to include prioritization of combination compounds and potential indications.
 - Participate in sales meetings and field activities to communicate the rationale and market research findings which support the promotional strategies and activities of the sales force
 - Establish collaborative, effective and trusting relationships with key internal functions including marketing, sales, R&D, legal, regulatory, finance and business development to ensure the free flow of information and ideas.
 - Identify and monitor market trends and to ensure competitive information gathering, analysis and interpretation to influence business outcomes.
 - Develop tools and monitor performance against marketing forecasts, ensuring management has the tools and the information to achieve Chelsea's stated revenue goals.

- Understand the regulatory environment and comply with all legal and regulatory requirements, including those of the Food, Drug and Cosmetic Act, the Prescription Drug Marketing Act, the Pharma Code, the OIG codes, and ensure strategies and materials for promotion and marketing are only for approved indications of the company's products.

PROFESSIONAL EXPERIENCE / QUALIFICATIONS

Chelsea Therapeutics is seeking an Associate Director of Market Research and Analytics who brings sophisticated and proven commercial experience in the pharmaceutical or biotechnology industry. A record of accomplishment in highly competitive specialty markets is required with some knowledge of the CNS market preferred. A solid understanding of the industry's complex regulatory requirements and an absolute commitment to competing on the highest ethical level are essential. This individual must possess strong leadership and team building skills.

- Demonstrated ability to lead and manage the market research needs of a growing and successful therapeutic franchise
- Experience with the marketing of premium priced specialty products, helpful
- Market research experience with successful product launches
- Creative problem solver able to address current market trends and anticipate issues in the CNS and movement disorder arena.
- 5-7 years of progressive experience in a marketing or market research role
- Experience with IMS, Verispan, industry data providers is a must.
- Some background experience in sales to better appreciate and collaborate with the sales force at Chelsea.
- Experience with co-promotions or promotional collaborations, helpful
- Demonstrated ability to fully evaluate the potential of compounds and assess their commercialization plans
- Effective member of the commercial team with well-developed partnering skills to collaborate with marketing, sales, clinical, regulatory, legal, finance and business development peers.

- Travel required as needed

CORE VALUES

Integrity

- Honestly, truthfulness, trustworthy, principled actions and leadership, business ethics and compliance; Handles confidential and sensitive information appropriately; Direct and honest in communication and feedback; Honors commitments to others; Demonstrates consistency between words and actions.

Collaboration

- Develops and sustains cooperative productive partnerships; Values the team and treat others on the team with respect; Works for the betterment of the group versus him/herself; Shares information, ideas and solutions with others.

Passion

- Excitement and enthusiasm re: job and company (i.e., improving patients' lives); Influences vision, "Can do" approach and results.

Pursuit of Excellence

- Continual improvement and value add; Commitment to high quality and standards; Always willing to take an extra step to make it better; Recognizes when optimal supersedes perfection.

Innovation

- Think beyond the obvious; Approach problems with curiosity and open-mindedness; Take educated risks; willing to explore new ideas and methods.

COMPETENCIES

Technical Skills and Knowledge

- Technical and/or business skills applicable to position. Demonstrates knowledge of what needs to be done and how to do it. Understands the work environment, job requirements and customer needs. Works to learn new technologies and to acquire additional job related skills and abilities.

Planning and Organization Skills

- Develops short and long range plans that are appropriately comprehensive, realistic

and effective in meeting goals. Integrates planning efforts across work units. Develops appropriate systems and processes for accomplishing work. Allocates time efficiently and handles multiple demands and competing priorities. Manages execution well (delegates and coordinates as appropriate). Demonstrates appropriate attention to detail.

Communication Skills

- Speaks clearly in groups and one on one sessions; Fosters open communication, encouraging expression of ideas and opinions, and actively listens to others' points of view; Prepares and delivers clean, meaningful and productive presentations; Conveys information clearly and effectively through written documents, emails and presentations, etc.

Interpersonal Skills

- Builds and maintains productive relationships at all levels internally and externally; Develops effective give and take relationships with others, understanding their agendas while balancing the needs of the business (i.e., organizational savvy & emotional intelligence); Values diversity and sees differences in people as opportunities for learning and approaching things differently; Attempts to resolve conflict directly, openly and collaboratively.

Leading Skills

- Fosters the development of a common vision and provides clear direction and priorities, a sense of core purpose; Talks beyond today and about possibilities; Creates mileposts and symbols to rally support of vision and makes vision shareable by everyone; Can inspire, influence and motivates entire unit or organization; Mobilizes people to take actions; Creates environment where strong morale and team spirit is visible; Models all corporate values through actions, decisions and communications.

Business Acumen

- Understands the industry and keeps up to date on new and updated information related to the organization, the customer and the position; Demonstrates understanding of relevant issues to the broad organization and business as well as to own team; Has and uses cross functional knowledge; Establishes realistic budgets and uses financial and quantitative information effectively to manage.

Thinking (Analytic and Strategic) and Judgment Skills

- Considers a broad range of internal and external factors when solving problems and making decisions; Gathers relevant information systematically, grasping complexities and perceives relationships among problems or issues; Seeks input from others and uses logic in analysis; Identifies critical, high payoff strategies and prioritizes team efforts accordingly; Uses information from the market, customer

and competitors in making decisions; Recognizes strategic opportunities for success; Makes timely and sound decisions and can make decisions under conditions of uncertainty as appropriate.

Self-Management

- Is willing and able to adjust to multiple demands, shifting priorities, ambiguity and rapid change (adaptability/agility); Shows resilience in the face of constraints, frustrations or adversity; Demonstrates flexibility; Learns from experience and actively pursues learning and development; Seeks feedback and welcomes unsolicited feedback; Modifies behavior in light of feedback; Acts with integrity and builds trust with others through own authenticity and follow-through on commitments; Pursues aggressive goals and works hard to achieve them; Commits to quality.

Directing Skills

- Builds effective teams committed to organizational goals; Fosters collaboration among team members; Encourages and empowers others to achieve and excel, delegating both routine and important tasks and providing the information people need to do their jobs effectively; Accurately assesses strengths and development needs of employees and gives timely feedback and coaching; Provides challenging assignments and opportunities for development, clearly assigning responsibility for tasks and decisions; Sets clear objectives and measures; monitors process, progress and results; Champions change by challenging the status quo and championing new initiatives, stimulating others to change as appropriate; Manages implementation effectively.

EDUCATION/EXPERIENCE

The ideal candidate will have an advanced degree with an MBA preferred.

5-7 Years of Progressive Market Research Experience

Marketing and Sales Force Analytics Required

Specialty/orphan drug market experience a plus
