

# Confidential Position Specification

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**Director, Brand Management**

**Chelsea Therapeutics**

October 2010

## CONFIDENTIAL POSITION SPECIFICATION

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<b>Position</b>	Director, Brand Management
<b>Company</b>	Chelsea Therapeutics
<b>Location</b>	Charlotte, North Carolina
<b>Reporting Relationship</b>	Keith Schmidt, MBA, VP Marketing and Sales
<b>Website</b>	<a href="http://www.chelseatherapeutics.com">www.chelseatherapeutics.com</a>

## POSTION SUMMARY

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Reporting to the VP of Marketing and Sales, the Director of Brand Management will play an important role in driving the company's future growth with responsibility for leading efforts of the brand management aspects of commercialization for Northera™ (droxidopa), the company's first product to be commercialized. Building a strong collaboration with the internal sales and other teams to position this product to the specialty markets effectively and compliantly will be essential for the integration of this leader into the highly collaborative and team-oriented culture at Chelsea.

## KEY RESPONSIBILITIES

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The Director of Brand Management will have strategic and tactical responsibilities as follows:

- Develop and lead all market and commercial development efforts to ensure the successful and compliant launch and uptake of Northera, maximizing opportunities in current and potential new indications while ensuring all key compliance considerations for this product are optimally managed.
- Provide commercial leadership to maintain and extend the current portfolio through effective life cycle management and new product launches, including developing and executing compliant marketing strategies and promotional plans to ensure profit growth and expansion of products.
- Develop and implement commercial plans including defining market share and profitability goals in line with company objectives.
- Collaborate with the sales management team to develop successful, compliant reimbursement, pricing and market access strategies.

- In collaboration with key counterparts in R&D, regulatory and sales, play a leading role in defining the overall strategic direction for the portfolio to include prioritization of combination compounds and potential indications.
- Provide the leadership and vision required to attract, develop, motivate, train and retain a superb, high performance marketing team.
- Provide strategic and business input to identify and establish new acquisitions, in-licensing opportunities and collaborations and to contribute towards shaping the future direction of the company.
- Provide the leadership to maintain a significant presence in neurology and with movement disorder specialists. Actively participate in industry conferences to reinforce and further build market profile and position.
- Participate in sales meetings and field activities to communicate promotional strategies and activities and to evaluate the impact and effectiveness of marketing programs.
- Establish collaborative, effective and trusting relationships with key internal functions including sales, R&D, legal, regulatory, finance and business development to ensure the free flow of information and ideas.
- Collaborate with market and sales analyst to identify and monitor market trends and to ensure competitive information gathering, analysis and interpretation to influence business outcomes.
- Develop and monitor performance against marketing forecasts, ensuring the achievement of results is within designated budgets.
- 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**

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Chelsea Therapeutics is seeking a Director of Brand Management 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 growth of a successful therapeutic franchise.
- Experience with the marketing of premium priced specialty products and the relevant safety and compliance considerations would be of material benefit.
- Experience leading successful product launches with sound, compliant expertise in strategic marketing, portfolio planning, new product development, life cycle management, execution and positioning.
- Creative problem solver able to address current market trends and anticipate issues in the CNS and movement disorder arena.
- An effective leader who inspires trust and confidence in his or her group and throughout the organization and who motivates employees to reach optimum performance and potential.
- Some background experience in sales to better appreciate and collaborate with the sales force at Chelsea.
- Demonstrated ability to lead co-promotions and to successfully collaborate with other key partners.
- Ability to fully evaluate the potential of early-stage compounds and to integrate a commercial and marketing perspective early in the research and development process.
- Effective member of the commercial team with well developed partnering skills to collaborate with sales, clinical, regulatory, legal, finance and business development peers.
- Travel as needed

## CORE VALUES

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### **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

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### **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**

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

8-10 Years of Pharma Marketing/Sales Experience

Specialty/orphan drug market experience a plus

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