



NATIONAL KEY ACCOUNT SPECIALIST IMMUNOLOGY

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Erkenningsnummer
VG. 1690/BO B-AB10.018.

We are looking for a National Key Account Specialist who will be responsible for leading strategic account management and field engagement within the Immunology/Lupus space. The role focuses on achieving National sales ambition through field-engagement, optimization of patient care, innovative partnership development and strategic engagement with key accounts. This position requires strong account management skills. The National KA Specialist will help identifying and implementing opportunities that enhance the patient journey and access to our innovation biologic treatment for Systemic Lupus Erythematosus (SLE) patients.

THE POSITION

Develop account strategy and plans:

- Lead the creation of a bottom-up, account-driven National action plan and priorities.
- Develop innovative partnerships and build relationships at all levels within key accounts.
- Map the patient journey, understanding triggers to initiate treatment.
- Work with HCPs to identify lupus patient eligible to biologics treatment and optimize patient journeys to increase bio-penetration.
- Build SMART goals and set clear objectives for regional business plans. Analyse and uncover key insights to drive regional business planning.

Create deep stakeholder relationships and drive impactful engagement:

- Understanding networks at local/hospital level and local healthcare environments to tailor engagement strategies effectively
- Engage through calls and extra-call activities the HCPs in dialogue about approved indications, product efficacy / safety profiles and treatment protocols to support on-label prescribing for appropriate patients
- Establish and maintain ongoing, long term collaborative relationships with stakeholders
- Share stakeholder insight and information within AZ to strengthen relevant activities, e.g., product development, marketing, sales efforts
- Encourage and organize Peer-to-Peer Continuous Medical Education (CME) activities within the region. Support center-specific education programs in partnership with Centers of Excellence.

Cross-functional acumen:

- Act as the primary point of contact for key accounts, coordinating efforts with Medical Advisor, National Sales Manager and Marketing
- Lead cross-functional meetings for effective key account management.
- Work closely with the Marketing to input and help design materials/tools tailored to meet regional customer needs

Deliver on plans and achieve sales goals on budget:

- Drive sales performance and ensure sales targets meet or exceed expectations while managing assigned budgets
- Assess sales performance and market trends within the region and determine appropriate actions to enhance performance in close collaboration with National Sales Manager
- Successfully promote the benefits of AZ's brands, using balanced messages and the appropriate mix of promotional tools





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- Ensure AZ's products are optimally utilised in line with national/local guidelines and the product license

Be Compliant:

- Report medical queries or eventual adverse events to Medical Team
- Successfully complete all training requirements, including product examinations
- Comply with all external regulations and internal policies
- Ensure compliance with the AZ Code of Conduct, Global/local External Interactions Policy and Standards, and Privacy Policy and Standards

Leadership and Functional Capabilities:

- Exemplify the company's values and behaviours
- Account Management skills
 - Strategic Account planning
 - Analytical Skills: Map the patient journey, analyse complex data, and uncover key insights
 - Strong interpersonal skills to develop innovative partnerships and build enduring relationships with stakeholders at all levels within key accounts
 - Adaptability and capable of operating with a high-level of autonomy
- Knowledge
 - Disease, Science, Product, Therapy, Competitors
 - Compliance
 - HC Environment
 - Customer (understand personal profile, attitude, key drivers)
- Results
 - Plan Business (data driven monitoring, SMART goals)
 - Drive Business (build & execute call plans)
 - Business Acumen (apply strategy & business principle/analyse business performance)

REQUIREMENTS

Essential

- Master's degree; preferably in medical or scientific field
- Proven track record in strategic account management and consistently achieving sales targets.
- Proven track record in influencing the stakeholder decision-making process in an ecosystem with multiple influential player's / decision makers
- Proven demonstration of successful working in complex cross functional teams
- Able to use IT Tools (Excel/Word/PowerPoint)
- Language Skills: Dutch, French and English

Desirable

- Knowledge of the healthcare environment or health economics, enhancing strategic account management capabilities.
- Experience within the field of immunology, providing deeper insights into patient needs and market dynamics

