

**HOWE-LEWIS INTERNATIONAL
POSITION SPECIFICATION**

POSITION Vice President

ORGANIZATION

Mark
Krueger & Associates, Inc.



WEBSITE Kruegerandassociates.com

LOCATION New York, NY

BACKGROUND

Established in 1995, Mark Krueger & Associates, Inc. (MK&A) is a leader in healthcare constituency relations. MK&A's clients include major pharmaceutical companies as well as biotechnology, device and diagnostic companies. The firm's focus is on helping clients establish and enhance partnerships with the diverse groups that influence the success of their products.

MK&A has substantive, trusted relationships with key influencers across a multitude of therapeutic areas, an experienced and knowledgeable staff, and a strategic and innovative approach to their clients' businesses. Their unique insights and expertise have helped clients achieve tangible, quantifiable results, securing success in the marketplace and providing significant returns on investment.

The MK&A mission is to put patients in the center; the firm seeks to advance human health by helping clients foster relationships with patient, consumer and professional organizations that speed the development, approval, and appropriate use of innovative medical products and services so that all patients have access to the best available treatment options.

Notable among MK&A's achievements are the return of thalidomide to legitimate use; registration and approval of ten orphan drugs; planning and implementation of the largest pre-approval drug access program; resolution of conflicts with industry critics; building internal ally relations capacity from scratch in three global research and development-based pharmaceutical companies; and creation of guidelines and systems that promote equitable and compliant partnerships between industry and allies in North America, Europe and other countries.

The Professional Staff

MK&A's greatest strength lies in the integrity and expertise of its staff of senior professionals who provide strategic thinking and counseling to clients. The staff bring decades of experience from the areas of patient activism, professional relations, pharmaceutical marketing, clinical and scientific affairs, communications, community affairs, corporate philanthropy, and public relations.

The MK&A staff understand the medicine and the science behind their clients' products, and their expertise covers a broad range of therapeutic areas and approaches, including arthritis and bone diseases, cardiovascular disease, diabetes and metabolic syndrome, endocrinology, genomics, hematology, hemophilia, HIV/AIDS, immunology, infectious diseases, mental health, neurology, oncology, ophthalmology, rare disorders, respiratory disease, transplant, and women's health.

Constituency Relations

Positive relationships based on mutual goals with influential patient, consumer, and professional organizations lead to the development of programs that support clients' corporate images, franchises, and individual products. Constituency relations can:

- Recruit patients into clinical trials
- Shape drug registration strategy and speed drug approval
- Reinforce patient, consumer and/or professional decisions to try a drug or use a diagnostic test
- Impact clinical practice
- Enhance product sales
- Build adherence for optimal product use
- Position a company as a leader in a particular field
- Distinguish a company and its products from the competition
- Slow or prevent sales decline in a crisis
- Identify and penetrate unsaturated, unsatisfied markets

PRIMARY FUNCTION:

The Vice President develops and implements strategies for clients to speed approval and maximize sales of promising experimental compounds and procedures as well as approved therapies.

THE OPPORTUNITY:

MK&A has created a unique niche in global healthcare through its singular focus on advocacy. The Vice President will have the opportunity to join a successful, growing, entrepreneurial firm, explore new markets, cultivate new partnerships, and increase MK&A's influence and effectiveness globally. The firm's corporate culture is one in which intellectual curiosity is supported and teamwork is highly valued.

SPECIFIC RESPONSIBILITIES:

The Vice President will be expected to:

- Plan, develop and implement strategies for increasing awareness of candidate or approved compounds among patient and professional groups.
- Serve as team leader for complex projects typically of a large budget.
- Monitor and evaluate the effectiveness of patients and professional group relations programs through qualitative and quantitative measures.
- Advise and communicate with clients' advocacy, marketing, medical affairs, and public relations staffs on product, franchise, corporate strategies, activities and outcomes.
- Represent clients' needs to targeted patient and professional groups through meetings, telephone and correspondence.
- Develop and implement issues management programs and procedures. Advise client staff on current and emerging issues affecting the product, franchise, and company. Devise appropriate strategies for managing these issues.
- Formulate and implement patient and professional group relations strategies consistent with clients' short- and long-term objectives.
- Engage in business development activities to grow existing business and secure new clients.
- Create and present proposals, presentations and other marketing, research, strategy and supplementary materials.
- Develop, revise, and implement policies and procedures for MK&A.
- Provide leadership and direction for MK&A's staff, including assigning and monitoring work, hiring, training, motivating and evaluating.
- Establish, negotiate, administer and monitor budgets.
- Supervise MK&A staff; mentor and encourage professional development.
- Coordinate, attend and facilitate key meetings, conferences and other forums.
- Perform all other related duties as assigned.

IDEAL QUALIFICATIONS:

The ideal candidate should have the following experience and qualifications:

Experience

- Comprehensive knowledge of patient and professional group relations, medical marketing, public relations and public affairs.
- Relevant experience with not-for-profit health associations; minimally, a comprehensive understanding of and established contacts and credibility with third-party groups.
- Demonstrated experience creating and leading successful, proactive, patient and professional relations programs.
- Strong understanding of healthcare, particularly specific therapeutic areas and the role of advocates in drug development and commercialization.
- Awareness of current social, economic and political issues.
- Demonstrated ability to generate new business.

- Ability and willingness to travel, sometimes on short notice, for business-related purposes both domestically and internationally.

Professional Skills & Personal Qualities

- Outstanding leadership qualities and the ability to work effectively and diplomatically with and through others at all levels of the organization.
- Ability to work independently while being part of a team.
- Excellent interpersonal skills.
- Polished presentation skills.
- Ability to counsel demanding clients and the broad range of their constituents.
- Sophisticated verbal and written communication skills.
- Ability to grasp, decipher, develop, and communicate complex, scientific and academic information in compelling formats to diverse audiences.
- The ability to manage multiple projects and to prioritize appropriately.
- A collaborative, inclusive style. Ability to listen, evaluate and bring consensus to complex issues.
- Flexible, approachable, collegial.
- Strong operational focus, superior organizational, time-management and follow-up skills.

Education

- Bachelor's degree required. An advanced degree is preferred.

Other

- Technologically savvy and facile with general business software such as PowerPoint, Excel, etc.

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COMPENSATION

Compensation (salary and performance-based incentive and benefits) will be competitive and commensurate with experience and accomplishments.

CONTACT

Nominations and expressions of interest will be held in confidence and may be sent to:

**Esther Rosenberg or Patty Greco
Co-Managing Directors
Howe-Lewis International
100 Park Avenue • 34th Floor
New York, NY 10017
(212) 697-5000**

**E-mail: Krueger@howe-lewis.com
Apply online at www.howe-lewis.com/assignments.html**