

# COMMERCIAL ANALYTICS MANAGER – JOB DESCRIPTION

## INFORMATION ON THE JOB

Job Title	<b>Commercial Analytics Manager</b>
Department	CEDx - Customer Engagement and Digital Experience

## REQUIREMENTS ON THE POSITION

Required level of education	<ul style="list-style-type: none"><li>• BSc in Life Sciences or Business Management</li></ul>
Required work experience	<ul style="list-style-type: none"><li>• Experience: At least 5 years in a similar role, ideally dealing with commercial, marketing, or financial data analytics</li><li>• Experience in healthcare or pharmaceutical industry is a strong plus</li><li>• Strong knowledge of commercial operations incentives management processes</li><li>• Strong knowledge of the management of multi-country business analytics</li><li>• Excellent communication, interpersonal, and analytical skills</li><li>• You will have the ability to lead without authority, and partner with multi-function affiliate teams to provide strong analytics/insights</li><li>• Strong project management skills ensuring collaboration with both external and internal stakeholders to deliver project progress and results</li></ul>
Required skills & knowledge	<ul style="list-style-type: none"><li>• Direct hands-on experience with data sourcing, integration, analysis, and reporting (SQL)</li><li>• Design dashboards and visualisations to effectively communicate complex data insights to stakeholders at all levels (e.g., Tableau/ Power BI)</li><li>• Good working knowledge and understanding of Web &amp; Mobile CRM platforms (Veeva) and underlying data</li><li>• Experience in one or more programming languages (e.g., VBA, R, SAS, Python) is a strong plus</li><li>• Language: Advanced English mandatory</li></ul>

## OBJECTIVES AND TASKS OF THE POSITION

Objectives	Are you passionate about leveraging data to drive commercial success? Join Chugai EU as our Commercial Analytics Manager and play a pivotal role in supporting business leaders to shape our business strategy through insightful
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data analysis. This role will be an internal subject matter expert of commercial excellence, data analysis, CRM operations and incentives compensation processes.

#### Key Responsibilities:

- **Data Stewardship & Collaboration:** Partner with business and therapy experts to execute commercial excellence activities within the European Business Intelligence department.
- **Subject Matter Expertise:** Serve as the internal expert on commercial excellence metrics, data analysis, Target and Segmentation and incentive compensation processes.
- **Data Storytelling:** Utilize your strong commercial acumen and proficiency in data storytelling to provide actionable insights that drive decisions and maximize growth.

#### What You'll Do:

- Develop and implement data analytics and business insights strategies to inform the business and fuel commercial growth.
- Ensure data integrity and accuracy for effective business planning.
- Collaborate with various departments to enhance our data capabilities and support strategic decision-making.
- Continuously improve data processes to boost the effectiveness of our business strategy.

#### Why Chugai Europe?

At Chugai Europe, you will be at the forefront of transforming data into actionable data & insights to drive our commercial success. If you are a data-driven professional with a passion for making impactful decisions, we want to hear from you.

#### Tasks

#### Reporting and Data Analytics:

- Execute the organization's commercial data stewardship strategy to ensure data quality, accessibility, and governance per business objectives.
- Generate analytics to data-driven decision making and data visualisation through Power BI

- Establish and enforce policies and procedures to maintain effective data flow and Datawarehouse management
- Implement and enforce European (UK/FR/DE) data stewardship standards to maintain data accuracy, efficient reporting and report process automation

**Field Effectiveness:**

- Support the diagnosis, identification and improvement of the effectiveness of Commercial Field Teams
- Provides analytical expertise to perform sales force effectiveness activities
- Measures & improves commercial field teams' motivation & engagement through the execution of the incentive compensation plan

**Incentives compensation:**

- Work closely with the sales teams on the 'brand performance' elements of the sales incentive plan, including presentations, target setting and payout communications, with regular reports for field force and leadership
- Lead the execution of the above plans with a very high degree of accuracy including the correct and timely calculation of brand performance payouts, effective documentation and governance
- Conduct ad hoc analyses to support sales force effectiveness

**SPECIAL POWERS OF THE POSITION (PLEASE FILL IN)**

Powers of attorney	N/A
Budgetary responsibility	N/A

**DATE / SIGNATURE**

date	First/Last name	Executive / Insert Managers title
date	First/Last name	Job holder
date	First/Last name	for the HR department