



## Vice President, Marketing and Product Strategy

**Reports to:** Chief Commercial Officer

**Classification:** Exempt

**Position:**

Reporting to the Chief Commercial Officer, the Vice President of Marketing and Product Strategy will be a critical leader for CymaBay Therapeutics as we evolve into an organization with full Commercial capabilities. This role will be responsible for successful market preparation and launch of new products including CymaBay's lead asset seladelpar inclusive of developing global positioning, messaging, and branding as well as additional commercial support programs. This leader will also ensure proper commercial input to life cycle planning for current and potential future molecules to maximize the value of CymaBay's therapeutic assets. Finally, the Vice President of Marketing and Product Strategy will also build and lead the Marketing department and maintain top talent with the skills necessary to maximize commercial success.

**Essential Duties and Responsibilities:**

- Ensure commercial readiness and a successful launch by identifying and implementing patient-focused brand strategies and tactics based on market insights
- Build and develop a best-in-class marketing team
- Set and achieve key performance indicators linked to strategy and deliver on future revenue goals
- Lead and implement an annual brand planning process
- Engage with Medical Affairs (as appropriate), Market Access, Sales and Commercial Analytics to ensure alignment on overall strategies and tactical execution
- Build meaningful and productive relationships with key external partners including patient advocacy groups, professional societies, agencies/vendors, and thought leaders
- Provide commercial input on CymaBay's clinical development programs and any potential business development opportunities ensuring market insights, competitor positioning and ideal brand attributes are fully embedded in product profile development and overall valuations
- Participate in portfolio prioritization activities and life cycle planning for all clinical programs
- Engage as a member of the commercial leadership team responsible for developing and leading the commercial organization and driving long-term growth for our portfolio
- Lead by example across the organization and embody CymaBay's core values
- Complete other responsibilities as assigned and agreed upon

**Knowledge, Experience and Skills:**

- Strong track record of leadership including demonstrated ability to empower and leverage teams
- The ability to drive results, collaborate, and influence across different functions to ensure integrated strategic planning and the ability to deliver results
- Experienced manager who hires and develops a strong productive team
- Experience leveraging data and market research to mine deep insights for identifying strategies and tactics as well as informing the forecast



- Demonstrated excellence in project management and effectively managing multiple projects/priorities to deliver results
- Deep knowledge of pharmaceutical markets including payer systems
- Experience with rare/orphan chronic diseases and liver disease preferred
- Capable of engaging deeply in science and a range of therapeutic areas/disease states
- Highly motivated self-starter who energizes others to achieve and get things done
- Proactive coach and advisor open to providing and receiving feedback
- Agile decision-maker and executor in an evolving dynamic environment
- Resilient with the ability to influence in cross-functional team settings
- Ability to engage and manage multiple stakeholders to achieve objectives
- Curious learner who adapts as situations and solutions change
- Strategically minded and operationally excellent
- Organized with systematic approach to prioritization
- Excellent communication skills

**Minimum Qualifications:**

- B.A. required (M.S. or Ph.D. in Life Sciences, M.D. or M.B.A. preferred)
- 10-15+ years' experience in the biotech/pharmaceutical industry including expertise in tactical marketing, product strategy, portfolio planning and life cycle management, new product planning, and field management
- Proven results in new product launches and track record of success in competitive markets
- Experience in liver disease preferred