

JOB TITLE:	Head of Hospitals & CCG's, Zentiva UK
Reports to:	<i>Commercial Director, Operations and Speciality</i>
Date amended:	<i>January 2020</i>

Location: Field and office based (Guildford, Surrey)

Industry leading benefits package.

Zentiva Pharma UK Ltd is a leading manufacturer of generic pharmaceutical products throughout the UK and Europe. With more than 2,500 people across Europe and 2 production sites in Prague and Bucharest we strive to be the champions of Generics and Over The Counter (OTC) medicines to better support people's daily healthcare needs

JOB PURPOSE / OUTCOMES TO BE ACHIEVED

- **This role is responsible for the implementation, development and growth of Sales & EBITDA in both the Hospital and CCG workstream.**

KEY RESULTS/ACCOUNTABILITIES

Knowledge of the commercial environment

- Develop a team of Expertise in the CCG procurement environment in-line with the Commercial requirements of Zentiva as well as the external environment.
- Develop key relationships with Key market procurement influencers.

Implementation of the CCG business plan

- Management and overview of the CCG business plan created by the CCG KAM
- Accountable for ensuring the Business plan is followed and achieved.

Ownership of the CCG Channel

- Report back to the GM on development and progress within the channel.

Growth of CCG Team

- As the sales grow in this channel grow and develop a larger team based on results and rationale for additional heads to be cost neutral and bring growth.

Management of Hospital Team

- Ownership of growth and development of Hospital Channel

Tenders & Off contract Hospital Sales

- Ensure success in winning tenders to bring growth to the channel
- Develop experience and growth in off contract sales.
- Work closely with National Accounts to develop relationships with the Hospital division (Alliance, Mawdsleys, Phoenix, McKesson).



KEY RESULTS/ACCOUNTABILITIES

Targets & Incentives.

- Create individual targets in line with the budget, monitor and communicate with team to ensure they are achievable but stretching.

KEY WORKING RELATIONSHIPS

INTERNAL

- Work closely with all internal teams to ensure continuity of business as well as growth.

EXTERNAL

- Key CCG Procurement influencers
- Key NHS influencers
- National accounts hospital channels.

SKILLS, EXPERIENCE & KNOWLEDGE REQUIREMENTS

- Experience in the pharmaceutical and/or health care industry.
- Demonstrated leadership and team development ability.
- Large account management experience.
- Proven commercial acumen, with clear understanding of the business market dynamics
- Understanding and knowledge of the NHS strategy and direction, its modernisation agenda, the local resulting changes / needs are and how these link to Company goals
- Understanding of the dynamics of the future health markets – influencing future trends, with first class experience in the health authorities environment
- Develop excellent relationship with market opinion leaders and suppliers
- Demonstrated ability to work collaboratively with and influence peers and management.
- Strong communication and negotiation skills. Experienced at influencing internal and external customers
- Expertise in creatively analysing business opportunities in order to deliver outstanding business solutions.
- Is comfortable working in a role which allows subordinates significant scope for exploration / innovation, whilst setting clear measures of success at the same time.

