

## Company Overview

Esperion is a small company doing big things. Our innovative team of lipid management experts are committed to leveraging our understanding of cholesterol biosynthesis to develop innovative therapies for the treatment of patients with elevated low-density lipoprotein (LDL-C). At Esperion we are passionately committed to bringing complementary therapies to the hypercholesterolemia space that address unmet patient needs in a way that is “patient-friendly, physician-friendly and payer-friendly.”

Esperion’s corporate headquarters are located in Ann Arbor, MI. The Company offers a competitive salary including a performance-based bonus program and stock-based compensation, a comprehensive benefits package including a 401(k) matching plan and health insurance, and paid time off and holidays.

## Position Title: Director, Marketing

The Director, Marketing, will support pre-launch, launch, and post launch marketing activities with a focus on tactical development and execution of marketing plans including but not limited to positioning, branding, market research, healthcare provider messaging, payer messaging, patient messaging, and the creative brief. Available as a remote position from a home-based office.

## Preferred Location: Remote

## Essential Duties and Responsibilities\*

- Lead the development of an annual operating plan, including forecasts and analyses.
- Develop the strategic brand plans for bempedoic acid and for the fixed dose combination that are clinically supported to maximize short and long term brand value including shaping the external environment to create demand and improve brand potential.
- In determining the marketing mix, assist in the development and execution of tactical plans that will optimize execution through appropriate marketing, sales, and medical channels.
- Oversee market research (payers, physicians, patients) and market analytics to uncover market and customer-based insights that drive ongoing positioning and brand strategy
- Track payer environment and understand payer segment needs to optimize brand positioning with these stakeholders in order to maximize access and rapid uptake in different segments and geographies at launch
- Lead the annual Marketing budget process and track contracts and expenditures against the budget.
- Establish a process for selection of an advertising agency, including recommendations for agencies, establishing and sending out RFPs and coordinating responses, feedback and capabilities presentations. Upon selection of the agency, the Director will be responsible for developing and maintaining effective collaborative working relationships with the agency teams.
- Track the competitive environment and external market events, and develop strategies and action plans to address threats and opportunities.
- Work closely with the Executive Director of Advocacy and Professional Relations to help define key objectives and maintain consistency of messaging.
- Build, drive and participate in a rigorous promotional review process including Marketing, Medical, Regulatory and Legal reviews
- Ensure strict compliance with all regulatory agencies, state, federal, and other applicable laws.

*\*additional duties and responsibilities not listed here may be required*

## Qualifications (Education & Experience)

- Bachelor's degree required, preferably in Business, Marketing or related field
- Minimum of 7-10 years of experience in US pharmaceutical marketing required
- Minimum of 2 years of pharmaceutical sales experience strongly preferred
- Experienced leader with a proven track record of successful experience in product launches
- Clinical knowledge of lipid field preferred.
- A demonstrated excellence in project management and effectively managing multiple projects/priorities is required.
- Strong analytical skills preferred.
- Full understanding of US payers, payer segments, reimbursement and access
- Requires excellent communication and negotiation skills with an ability to efficiently and productively communicate both orally and in writing.
- Strong executive presence and ability to communicate to all levels of the organization.
- Ability to work and drive consensus across cross-functional teams.
- Comfort in working in a small company environment
- Significant travel required.

**Notice to Agency and Search Firm Representatives:** *Esperion Therapeutics is not accepting unsolicited assistance from agencies and/or search firms for any job posted on this or a referring site. Please, no phone calls or emails. All resumes submitted by an agency and/or search firm to any employee at Esperion via email, the internet, or in any other form and/or method without a valid written agreement in place will be deemed the sole property of Esperion. No fees will be paid in the event that a candidate is hired by Esperion as a result of an unsolicited agency and/or search firm referral.*

**All qualified applicants are requested to submit a cover letter and CV via email to [hr@esperion.com](mailto:hr@esperion.com).**