

POSITION REQUIREMENTS
POZEN Inc. COMMERCIAL OPERATIONS

Position: Director, Market Research & Analytics

Reports to: Vice President, Sales & Marketing

Location: Chapel Hill, NC

Background:

POZEN Inc. is a pharmaceutical company that has been committed to developing therapeutic advancements for diseases with unmet medical needs where it can improve efficacy, safety, and/or patient convenience. With fewer than 40 employees, POZEN has been focused in the pain area of innovative drug development. In the past, POZEN has created strategic, high-value partnerships with larger pharmaceutical companies for the commercialization of the company's drug candidates.

POZEN has developed and licensed TREXIMET[®] (sumatriptan/naproxen) to GlaxoSmithKline, launched in May, 2008, and VIMOVO[™] (naproxen/esomeprazole magnesium) to AstraZeneca, filed with the FDA in June, 2009.

POZEN has recently decided to retain control of the commercialization of their pipeline going forward. The company has several pipeline products, the first of which completed Phase II and is scheduled to go into Phase III in 4Q09. (See www.pozen.com for more information.)

POZEN believes that by employing a cost-effective evidence-based medicine approach, they can create and execute against a more efficient commercial model that will not only save lives, but be fiscally responsible and serve as a model for pharmaceutical companies going forward.

On September 14, 2009, POZEN announced the appointment of Elizabeth Cermak to the position of EVP, Chief Commercial Officer. This position reports to the soon-to-be hired Vice President, Sales & Marketing.

Position Description:

- Develop Marketing Research strategy for PA assets to gather professional, consumer and managed market insights for commercialization decisions and planning.
 - Evaluate and select vendors
 - Proactively manage vendor relationships
 - Conduct necessary ad-hoc analytics on analogues
 - Evaluate findings and make recommendations to senior management
 - Present and support MR/analytics to POZEN BOD at key milestones
- Develop analytical and communication plan in support of informing POZEN regarding Treximet & Vimovo market progress.

- For Treximet, become proactive partner with GSK in evaluating current situation and recommending appropriate course of action. This would include the currently marketed product as well as life cycle management (e.g. 50/500). Develop ongoing tracking plan and keep POZEN informed of ongoing progress, vis a vis most critical elements.
- For Vimovo, develop partnership with AZ MR/Analytics contact, develop tracking plan, make appropriate recommendations to AZ for analytics, and keep POZEN informed of AZ progress against goals when Vimovo is launched.
- Develop same for future partnerships.
- Provide ad-hoc analyses in support as needed for determining partnerships, ROW licensing and other projects.
- As Director, Market Research and Analytics, become a core member of the commercial team, contributing expertise and POV with VP Sales & Marketing, VP Customer Development, VP Business Development and the teams they lead.
- Build and manage small team of 2 – 4 MR Managers/Analysts as workload and indications expand.

Required Skills & Experience:

- 10 years experience in pharmaceutical primary and secondary Market and Marketing Research and analytics.
- Experience in professional, patient and customer research required.
- Successful experience in leading a Market Research and Analytics function.
- Experience in developing RFPs, evaluating, choosing and managing vendors.
- Track record of building MR strategy, plans and an MR team.
- Experience in being integral part of a Commercial Team, providing MR and other key marketing insights and recommendations.
- Ability to present to and interact with senior management on key research results.
- Proven ability to solve research issues in creative and cost-effective ways.

Leadership Characteristics:

- High energy, passionate and positive
- Strategic, proactive and creative
- Turns challenges into opportunities
- Makes timely but high quality decisions
- Strong analytical skills
- Manages conflict well, can defend work/research results but not stubborn
- Able to attract and retain high caliber talent
- Sets clear direction