

**POSITION REQUIREMENTS**  
**POZEN Inc. COMMERCIAL OPERATIONS**

**Position:** Vice President, Marketing & Sales

**Reports to:** Executive Vice President, Chief Commercial Officer

**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<sup>®</sup> (sumatriptan/naproxen) to GlaxoSmithKline, launched in May, 2008, and VIMOVO<sup>™</sup> (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](http://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 EVP.

**Position Description:**

- Assist EVP in formulation of POZEN's overall commercial strategy for its PA product line.
- Build Marketing and Sales teams in a way commensurate with POZEN's "outsource" philosophy and business model, used by POZEN's Development organization.
- Develop and execute Pre-Launch plans for pipeline products, beginning with PA32540 in secondary prevention of CV/stroke, and the follow-on indications.
  - Completion of Marketing Research
  - Development of product branding and positioning.
  - Development and execution of PR, therapeutic category and customer development plans.

- Develop and execute Launch plans for pipeline products.
  - Secure agencies.
  - Develop detailed Launch timeline.
  - Develop all marketing materials.
  - Develop innovative Sales strategy including digitally-enabled media.
  - Secure CSO, if necessary.
- Develop sales and marketing human resource plan.
- Work closely with Chief Medical Officer and Development organization to ensure integration of plan and its execution.
- Work closely with reimbursement/managed care VP, Customer Development on development and execution of payer strategy to maximize product launch and volume uptake.
- Work closely with VP, Business Development to assess potential co-promotion partners, and assist in contract negotiations.
- Forecast revenue expectations and budget requirements and track progress against them.
- Provide commercial input into any lifecycle management plans.
- Manage ongoing Marketing and Sales functions to continue to drive profitable growth by setting metrics and managing staff.

**Required Skills & Experience:**

- 15 years experience in pharmaceuticals, in both large and small companies.
- Extensive experience in launching pharmaceutical products, with both a professional and consumer marketing component.
- Deep knowledge of brand management process.
- Strong understanding of health care compliance.
- Experience in building brand teams and sales organizations.
- Ability to work collaboratively with functional leaders across the organization.
- Preferred expertise in cardiovascular, cancer or pain therapeutic areas.
- Experience in sales, managed markets and/or commercial development.
- MBA required.

**Leadership Characteristics:**

- High energy, passionate and positive
- Turns challenges into opportunities
- Inclusive and interested in other points of view
- Able to attract and retain high caliber talent
- Makes timely but high quality decisions
- Sets clear direction
- Strong analytical and negotiations skills