



Job Title: General Manager Country Operations – France & BeNeLux	Reporting to: Head of Commercial Operations	
Revision Date: March 2017	Department: Commercial	Location: France
Signed: (manager) Date:	Signed: (employee) Date:	Signed: (QP) Date:

Position Overview

Reporting into the Head of Commercial Operations, the General Manager Country Operations will lead and develop the local Country commercial teams to achieve agreed financial objectives, within approved operational expenses budgets whilst complying with all relevant internal and external regulations, guidelines and policies.

Essential main job functions:

Fiscal – Manage the Regional P&L’s

- Accountable for the Country P&L for the Country/Region.
- Accountable for developing and gaining approval for annual sales, OPEX and EBITDA budgets.
- Implement and amend plans as needed to achieve EBITDA targets.
- Maintain oversight of sales across the full country product range in line with local and Global reporting requirements.
- Track and manage OPEX budget by cost centre and GL code in line with the approved budget.
- Track and manage variances versus plan in line with agreed budget framework.
- Deliver on the company financial targets (P&L) to ensure continuous value growth for the company.
- Ensure product and production plans are managed according to market and company requirements.

Operational Management

- Accountable for the overall performance of the company and for the day-to-day running of all activities in the Country (operations, administration, finance, HR).
- Work within the policies and procedures of EUSA’s internal and external regulations at all times.
- Develop, implement and maintain up to date country regulations and operating procedures ensuring organisational compliance at all times.
- Personally adheres to standard policies and procedures and serves as a role model to all employees.
- Act as an ambassador for EUSA ensuring Company image is maintained and improved in the Country.
- Provides leadership and guidance across all areas of operations, sales, medical and marketing to drive achievement of agreed business goals.

- Directs Department activities and line reports in pursuit of best practice and operational excellence (uniformity, efficiency and scalability).
- Engage in pro-active communications on developments of the market and business including presentation of data and strategy at formal meetings e.g. Quarterly Business Reviews.
- Identify gaps between current organizational capabilities, required competencies and skills, and be able to deliver on future strategic objectives of the organization.
- Foster a diverse and healthy working environment that enables all participants to contribute to their full potential in pursuit of organizational objectives.
- Make use of all data available, internal and external including to make strong and sound business decisions on an on-going basis.
- To inform and act on areas of local operational risks impacting both the internal and external/market environment.

Business & Sales Development

- Oversee development of the annual Country Sales, Medical and Marketing plans with functional managers and ensure their successful implementation.
- Apply knowledge of key business drivers in making both tactical and strategic decisions which will lead to enhancement products performance in the country.
- Develop key stakeholder relationships e.g. clinical, governmental, industry to ensure Country organisation is informed and aligned to all relevant and upto date operational requirements.
- Early engagement with Global Company functions to provide local strategic insight in to product development and launch opportunities.
- Responsible for the successful launch and market penetration of all products.
- To provide local commercial insight into business development opportunities as and when required.
- To oversee pricing and reimbursement engagement with all national bodies to enable access to EUSA medicines by all relevant patients.

Development of Resources

- Highly effective leader – leading and developing diverse team of employees in the achievement of organizational goals.
- Ensure effective deployment of company HR and development policy to help engage, guide, coach, direct, and develop direct reports.
- Provide team direction in the areas of: competency development, succession planning, talent management, talent acquisition, employment law compliance, employee relations, employee engagement, change management and process improvement.
- Provide routine communications on the business status to engage, inform and motivate all Country staff.
- Develop action plans to support achievement of organization objectives.

- Partner with Head of Commercial Operations and HR to address and satisfy the strategic needs of the business.
- Oversee and ensure local country development plans are written, aligned with company values and implemented in a timely manner.

General Administration:

- Maintain an understanding of company SOPs, Working Practices and Policies as required under GDP and related to the role.

Experience/qualifications required:

- Strong communicator in a one to one and group setting, verbal and non-verbal
- Successfully direct and control the activities and budget of functional areas, product groups and operations
- Ensure implementation, compliance and adherence with all Local and Global company policies
- Excellent planning, organization, implementation and tracking skills
- Knowledge of pricing and reimbursement processes within country/region
- Success in developing people and process for performance and efficiency improvements
- P&L responsibility
- 1st line management experience in running a Sales Force, Business Unit and/or Country Operations
- Successful track record in leading diverse teams and projects to tangible success and past experience in operating at a higher strategic level
- Native speaker in principle language of country/region. Fluency in written and spoken English
- Higher Business Degree - MBA or similar preferred
- Business or Life Sciences Degree

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the on-going needs of the organisation.