



Passion to  
*innovate*

Power to  
*change*

Bayer is a global enterprise with core competencies in the Life Science fields of health care and agriculture. As an innovation company, it sets trends in research-intensive areas. Bayer's products and services are designed to benefit people and improve their quality of life. Optional local country text part local optional country text part optional local country text part local country text part optional country part. At Bayer you have the opportunity to be part of a culture where we value the passion of our employees to innovate and give them the power to change.

## Product Manager - Women Healthcare

### YOUR TASKS AND RESPONSIBILITIES

- Develop and submit promotional activities and budget of assigned products on a yearly basis
- Review, monitor and control all promotion/ advertising/ donation expenses for assigned products
- Coordinate with area manager to implement the promotional activities
- Initiate the development and implement of training program concerning products
- Integrate and update product data and references continuously by searching on the Internet or requesting from Region
- Undertake field visit on regular basis for collecting market information
- Visit, develop and maintain connection with key customers and key opinion leaders and related associations
- Provide in-depth market, industry and competitive analysis and positioning
- Develop sales tools e.g. Literatures, supported papers
- Conduct sales force training on product knowledge, market information and handling objections
- Develop innovative marketing programs and event campaigns
- Develop core positioning and messaging for the products
- Coordinate with Medical and regulatory Department manager for the new products registration or . on relevant issues e.g. Clinical trial, PMS study to ensure the progress is in line with the plan
- Monitor production schedules for safety stock of each month
- Formulate marketing plan of new product
- Perform other duties and handle special assignments given by Superior

### WHO YOU ARE

- Bachelor degree in Pharmacy, Sciences or Business Administration. MBA will be benefit
- 5-7 years experience as Product Specialist, Associate Product Manager, Product Manager or equivalent in pharmaceutical companies.
- Experienced in female healthcare, OTC products will be advantaged
- Good communication in English
- Sound problem solving, commercial judgment and financial management expertise
- Proven ability to influence cross-functional teams without formal authority
- Excellent teamwork and inter-personal skills
- Rigorous project management skills, highly proactive and takes initiative
- Responsibility in tracking progress, ensuring feedback, and addressing performance problems and issues promptly
- Possess sound and accurate knowledge of company products as well as competitive products
- Commercially credible in interactions with key business partners

### Contact us

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Email: [hr-thailand@bayer.com](mailto:hr-thailand@bayer.com)

### HOW TO APPLY

Interested candidate please submit CV in English format to

[hr-thailand@bayer.com](mailto:hr-thailand@bayer.com)

 Science for a **better life**