

Global Marketing Senior Manager – Behavior Design

1. Behavior Change Design

The Global Marketing Senior Manager reports to the Customer Experience (CX) Leader and participates in development and execution of multiple and highly cross-functional initiatives. This position provides leadership in and around adherence models and applying them to real-world situations relating to drug delivery platforms (devices/packaging) and customer experience programs.

This person must be familiar with product- and digital-based solutions and be highly qualified to manage internal team partnerships within Amgen's therapy areas. This role is responsible for the development of the CX approach to improve adherence to Amgen therapies as well as input into research stimuli, protocols, vendor selection, and analysis. Jointly responsible for overall quality of work, this role spans from ideation to hands-on execution of conceptual working prototypes to patient value propositions to adherence solutions.

The CX team is an integrated one and roles include Experience Design, Industrial & Packaging Design, Design Strategy, Research, and Science. The CX team creates appropriate interventions for behavior change that aim to improve health outcomes. Given the importance of the Behavior Change Design role to Amgen, this position is highly visible and will require an individual with strong presentation capabilities, strong analytic skills, superior cross-functional collaboration skills, highly-effective influencing skills and experience in working in an integrate team model.

Specific responsibilities include:

- Works with CX leader to develop, implement, and communicate behavior design strategy
- Create appropriate and successful interventions for behavior change, working with CX and vendor design teams
- Partner with Amgen Research Group to assess effectiveness of concepts
- Act as "behavior expert" inside Amgen Inc
- Organize a group of Behavior design resources / experts outside of Amgen.
- Heavy role on active adherence projects
- Ensures successful coordination and progress of the various Amgen initiatives across various functions including Development, Commercial, Operations, Customer Experience
- Contributes to development of Global Commercial Plans
- Provide input and track related financial planning assumptions and forecast
- Facilitates teams and hold stakeholders accountable to tasks, deliverables and timelines
- Identifies and champions Amgen initiatives that could better compete against current and future competitors
- Develops and manages other global marketing programs as directed by CX leader
- Participates in designing market research activities
- Participates in business development activities
- National and international travel will be required

Basic Qualifications

- Doctorate degree & 2 years of directly related experience

OR

- Master's degree & 6 years of directly related experience

OR

- Bachelor's degree or & 8 years of directly related experience

OR

- Associate's degree & 10 years of directly related experience

OR

- High school diploma / GED & 12 years of directly related experience

Preferred Qualifications

- Combination of degrees in Cognitive Psychology (applied) and Design
- Familiarity and interest in product- and digital-based solutions
- Understanding of adherence models and applying them to real-world situations
- Understanding of assessment techniques for measuring effectiveness of behavior change concepts
- Demonstrated ability to work cross-functionally, experience producing business results, and outstanding organizational skills.
- Excellent written and verbal communications skills.
- Previous experience developing and communicating business strategy strongly desired. Proven ability to proactively problem-solve in a matrix environment strongly desired.

- **Commercial Acumen.** Exceptional commercial acumen and instincts; superior strategic skills. A thorough understanding of the external environment, internal capabilities, competitors and the interests of other stakeholders. Develops and applies best practices.
- **Strategic Mindset.** Demonstrated creativity in addressing strategic challenges; displays high intellectual curiosity and passion for learning; thinks out-of-the-box; asks the right questions; seeks expert opinions and insights; applies innovative ideas and takes measured risks. Develops and articulates a strong, value-based strategy.
- **Collaboration Skills.** Works effectively in a team-based organization, collaborates cross functionally, builds alignment around key objectives and exercises influence at all levels. Readily builds consensus and achieves agreement on key priorities. Conducts effective meetings. Excellent listener; seeks broad input and feedback; employs frequent and effective follow-up.
- **Presentation Skills.** Develops and delivers concise, relevant and well-supported briefings. Well-prepared and adapts presentation style to audience. Possesses the knowledge, credibility and maturity to influence senior management.
- **Integrity.** Possesses unquestioned integrity and strong business ethics. Leads by example and demonstrates a strong commitment to company values and culture. Displays a positive attitude and energizes colleagues and partners. Has the reputation and record of achievement to establish trust and credibility with subordinates, peers, superiors, corporate leaders, strategic partners and other stakeholders.