

Trading KAM Europe

About Bluefish Pharmaceuticals

Founded in Sweden, with its long tradition of industrial entrepreneurship, Bluefish Pharmaceuticals has become one of the most progressive generics pharmaceuticals companies. At Bluefish, we strive to make quality medicine accessible to more people.

Bluefish creates value in the full pharmaceutical value chain from developing to manufacturing and successfully marketing generic pharmaceuticals and we take pride in doing this in an innovative, responsible and cost-efficient way. Bluefish currently conducts operations in 19 countries in Europe and, over the next few years, will also expand outside Europe with the aim of becoming a global player.

Our corporate culture and close collaboration with development and manufacturing partners are integral parts of our effort to deliver quality products at affordable prices.

We offer a product portfolio consisting of a broad range of high-quality generics for all major therapeutic areas. It is part of our long-term strategy to expand the product portfolio of off-patent blockbusters while at the same time offering a broader range of niche products within more narrow disease areas.

Bluefish products all originate from a generic substance, where the efficacy and safety are well documented. Through our many collaborating partners, we have access to a vast range of technology platforms, enabling us to develop and enhance the intellectual property of our product portfolio.

Our strategy of developing products based on well-known substances with an improved value to patients results in a product portfolio with a significant market potential. We achieve this with a relatively short development time, low risk, and limited investment.

By focusing on innovation and simplicity in both thought and action, and by taking responsibility on all markets and cost efficiency in all stages, we are creating a strong and vibrant brand that offers quality pharmaceuticals at prices affordable to all.

Bluefish provides quality generic pharmaceuticals at affordable prices. Its product portfolio contains a wide range of products within all major therapeutic areas.

Since its inception, Bluefish has developed the platform and know-how to participate in and to be an integral part of all major steps of the value chain in the offering of generic pharmaceuticals. With the vision of offering quality pharmaceuticals at prices affordable to all, we have to be innovative and at the same time cost-efficient in all stages. This includes operational excellence in departments such as product development, quality assurance, pharmacovigilance, IP and supply chain as well as marketing and sales.

Profile Description

Bluefish is looking for profiles to fill the position of Trading key account manager, contributing to the accomplishment of the sales and marketing function objectives. The position will report to VP sales and marketing. The role would be involved in the below mentioned areas:

- Build and develop a new wholesales customer base, or third partner base, across Europe to sell out existing range of products.
- Develop a strong market understanding across our markets in EU to be able to proactively drive sales and support business growth opportunities.
- Develop sales proposals and create new initiatives to drive our existing portfolio across Europe, including slow moving products to avoid scrapping and lost sales.
- Help to create a strategy and sales plan based on current market data for new and pipeline products.
- End to end management of the wholesaler customer journey from creation to product delivery. Cross Functional interaction and communication is vital to success.

- Development of Key Account Business Plans to include identification of business expansion opportunities within each key account, portfolio penetration objectives, relationship management and client development plans. Devise sales processes to implement business plan.
- Manage account performance against plan and update to management on a monthly basis.
- Establish effective relationships with a broad range of contacts across the designated wholesalers and accounts to ensure opportunities identified and solutions implemented.
- Plan activities to maximise our partnerships, field visits and personal contact with customers showing most potential for development of our common business and comply with call coverage plan.
- Maintain current and accurate records of all customer accounts and meeting actions within the CRM system.
- Ensure all pricing quotations are in-line with the business producers for seeking approval.
- Develop new pricing strategy and monitor competitor market pricing to ensure attractive pricing.
- Prepare sales and delivery performance reports on a monthly basis.
- Compliance with all internal policy, SOP's, and department procedures is essential.

Candidate Specifications

Education and Experience

- Degree qualified in a related discipline
- Strong existing network of wholesalers in EU
- 2-3 years in similar role within generic pharmaceuticals
- Willingness to travel internationally as required
- Excellent knowledge of pharmaceutical distributors and regulations in the global market (GDP & GMP)

Skills & Abilities Requirements

- Excellent business acumen and commercial judgement
- A strong team player with the ability to work on their own initiative.
- Highly competent in Microsoft Office
- Highly credible with good communication and interpersonal skills, able to interface effectively with the customer and internal Bluefish personnel
- Demonstrable analytical aptitude
- A proactive self-starter
- Good planning or organisation skills

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