



**Position:** Associate Director/Director, DCC-2618 (Ripretinib) Marketing

**Job #: 03-220**

**Reports to:** Sr. Director, Marketing

**Location:** Waltham, MA

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### **Company Summary:**

Deciphera Pharmaceuticals is a clinical-stage biopharmaceutical company focused on improving the lives of cancer patients. We have used our proprietary drug discovery platform to develop a diverse pipeline of drug candidates designed to improve outcomes for patients with cancer by enhancing the quality and durability of their responses to treatment. We currently retain global development and commercialization rights to our drug candidates, including three programs in clinical development. Deciphera (NASDAQ: DCPH) is a publicly traded company headquartered just outside Boston in Waltham, Massachusetts. Our state-of-the-art research facility is located near the University of Kansas School of Pharmacy in Lawrence, Kansas.

We offer an outstanding culture and opportunity for personal and professional growth based on these key principles:

- Providing a collaborative, energized and fun work environment where people are empowered and supported in the achievement of their career goals
- Surrounded by diverse, multi-disciplinary, dedicated and talented workforce who are passionate about achieving excellence in all they do
- Driven by a work environment that allows employees to balance their priorities
- And above all else, focused on doing the right thing for the patients and their caregivers

### **Our Drug Discovery Engine – Kinase Switch Control Platform**

Our proprietary drug discovery platform is based on our deep insight into the biology of kinases, which are regulated by control of their shape, or conformation. The transformation of a kinase from an inactive to an activated state is dependent upon the interaction of one region of the kinase called the activation switch with an area called the switch pocket; a mechanism of activation that is common among all kinases. While this activation mechanism is common among kinases, the molecular structure of the activation switch and the switch pocket varies. At Deciphera, we take advantage of this activation mechanism by engineering inhibitors that selectively bind the switch pocket, preventing activation of the kinase. By directly targeting the switch pocket, we can engineer novel kinase inhibitors that are highly selective but also broadly active against the target kinase, covering both wild-type and many or all known mutant or amplified forms.

We believe no other kinase inhibitors on the market or active in clinical development directly target the switch pocket region, making Deciphera the only biopharmaceutical company that is currently developing kinase inhibitors using this approach. Our kinase switch control inhibitors interact at a molecular level in a way that is distinct from other kinase inhibitors and are designed to generate higher and more durable rates of response. Using our kinase switch control inhibitor platform, we have developed a diverse pipeline of differentiated,

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wholly owned, orally administered drug candidates that include three clinical-stage and two research-stage programs.

### **Position Summary:**

Deciphera is seeking a seasoned, dynamic commercial executive with extensive oncology experience to help with the launch of the company's lead asset, DCC 2618 or ripretinib. Reporting to the Senior Director of Marketing, this position will help lead Deciphera's brand strategy and tactical execution for ripretinib, a broad-spectrum KIT and PDGFRa kinase switch control inhibitor currently in development for the treatment of GIST, systemic mastocytosis, and other solid tumors. This is a critical leadership role that will be instrumental in Deciphera's evolution from the clinical stage into a fully-integrated, commercial-stage biopharma company.

### **Responsibilities:**

- Being a product champion –Be the promotional lead for ripretinib and should be able to motivate and excite the entire commercial team (Sales, Market Access, Digital Marketing, Market Research and Analytics) and the company to help drive success of the product
- Being a launch champion –oversee a successful pre-launch and launch planning of ripretinib in GIST indication(s) working closely with cross-functional partners
- Help develop comprehensive strategic brand plan for ripretinib with cross functional assistance
- Lead the delivery of the operational plan (including promotional messaging development, assessing innovative and optimal promotional mix, development and implementation of speaker programs, sales training, and management of agency of record) and secure support from colleagues to help achieve goals
- Work closely with the cross functional team to invite broad input in the development and delivery of promotional, educational, and sales campaign materials
- Ensure effective role out of marketing campaigns/messages to the field team through plan of action meetings (POA)
- He/she should aim to spend enough time in the field in order to better understand the customers and achieve a realistic vision of the market
- Closely manage marketing budgets to ensure expenditures are aligned with the brand plan
- Plan and oversee the development of advertising and promotional materials and activities including print, online, and other personal and non-personal promotional efforts in accordance with regulatory requirements
- Identify Market Research and insight needs for ripretinib and work with Market Insights to implement appropriate studies
- Analyze customer insights, monitor brand performance and competitive dynamics to inform/adjust marketing/brand strategy and address customer needs
- Partner with Analytics to implement appropriate KPIs to monitor and measure the success of personal and non-personal promotion and recommend modifications/ adjustments as appropriate to ensure highest ROIs

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- Evaluate new market segments and competitive landscape to identify and recommend emerging opportunities
- Collaborate with Medical Affairs in the identification and engagement of KOLs (primarily at Institutional and Community level)
- Align with Market Access colleagues to develop impactful/actionable market access/payer strategy and tactics
- Be comfortable in interfacing with/presenting to senior leadership to update them on product performance and other critical information
- Be the change agent that will help build and maintain the culture as Deciphera transitions from a development stage company to a successful commercial company
- Utilize innovative thinking to overcome barriers and hurdles
- Role involves significant travel (approximately 30% of time) to medical meetings, sales meetings, market research, etc.

### **Qualifications:**

- Proactive, results oriented, self-starter motivated by the desire to do the right thing for the patients and their caregivers
- Bachelor's degree in a business-related and/or life sciences field required. An MBA or advanced degree preferred
- 5-7 years of Marketing and related experience in the pharmaceutical industry
- Oncology/Launch experience is a must. Knowledge of oral oncolytics is preferred
- Extensive knowledge of medical, regulatory, legal review process
- Comfortable working in a fast paced, constantly evolving start-up environment
- Excellent people management skills – not only with direct reports but also with cross functional partners and broader organization and outside agencies
- Demonstrated ability to multi-task, show attention to detail and follow-through to completion
- Strong team player and a change agent who further reinforces/enhances Deciphera's cultural values
- Bring high level of innovation and creativity
- Demonstrated analytical and problem-solving skills
- Excellent written and verbal communication skills
- Demonstrated track record of commercial success in positions with progressive responsibilities
- Must be a true team player – authentic, humble, able to build a positive team spirit, puts success of team above own interests
- Ability and willingness to work effectively and seamlessly at multiple "altitudes" within the organization. Maintains a "no job is too big or too small" attitude necessary to succeed in a startup environment.

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- Must adhere to Deciphera's core values, policies, procedures and business ethics

This is a wonderful opportunity to join Deciphera's select team and become part of an emerging success story that is driven by the company's unwavering commitment to patients and to its employees. Deciphera offers competitive compensation, including equity-based compensation, and a comprehensive benefits package that includes medical, dental, vision, 401(k) retirement plan, life insurance and a flexible spending account for either health care and/or dependent care.