



**Position: Director, Brand Insights & Forecasting**

**Job #: 03-225**

**Reports to: Vice President, Commercial Insights & Operations**

**Location: Waltham, MA**

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**Position Summary:**

Deciphera Pharmaceuticals is searching for a highly motivated, insightful, and resourceful individual to join the newly formed Commercial Insights and Operations team.

Reporting directly to the Vice President of Commercial Insights and Operations, this highly visible role will have the rare opportunity to build the Brand Insights & Forecasting function from the ground up as we prepare to launch Deciphera's first commercial therapy.

The Director of Brand Insights and Forecasting is a commercial insights generalist who is able to balance expert intra-personal skills with strong analytical acumen to translate research findings into actionable insights. The person in this role is accountable for identifying, executing, and presenting market/brand insights to guide strategic decisions that inform the creation of all launch materials and to optimize brand performance over time.

The successful candidate for this role must have in-depth experience with a variety of measurement and research methods, demonstrated strategic planning and project management, data evaluation, market research, customer insight generation and forecast triangulation methodologies. As a senior member of the commercial business, this role will serve as an internal consultant to the brand team and Commercial leaders in the organization to drive innovation and forward-thinking strategies centered on patients and customer-focused solutions.

**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**

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

### **Key Responsibilities will include:**

- Create and leverage brand insights generated from tailored primary and secondary market research studies to guide brand launch strategy and ensure tactics maximize opportunities and minimize risks
  - Design and manage all aspects of primary market research across patient, caregiver, physician and payer customers for Commercial, Medical Affairs and Patient Advocacy
  - Develop robust cross-functional competitive intelligence function
  - Make data-based recommendations by providing business analyses and analytical support to Sr. Management, particularly in areas where data is difficult to access / unreliable and where a high level of analytical skill is required
  - Review/develop market research policies and procedures where needed
  - Produce timely, accurate and effective reports integrating findings across studies to address key business questions
- Facilitate the forecasting process in collaboration with Commercial partners, Finance and Supply
  - Develop key assumptions through cross-functional conversations backed by your in-depth understanding of the therapeutic area dynamics, key product attributes, drivers and barriers to adoption, and expected effectiveness of internal tactical plans
  - Develop and maintain models that are appropriately robust to model assumption ranges and output long range Annual and monthly forecasts and a weekly launch forecast, leveraging a variety of approaches to triangulate on the plan and report on LBE
  - Develop and implement statistical methodologies and criteria for utilizing various data (syndicated demand, trade, CRM, etc.) to improve the predictive value of forecast models and other analyses
- Build and facilitate key brand planning/performance management processes in partnership with the Brand lead, Field leadership, Finance and Supply chain to ensure effective and timely communication of actual and expected performance against the forecast: e.g. annual situational analysis, quarterly business reviews, forecast Budget, LBE and S&OP

Deciphera Pharmaceuticals

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- Develop and maintain excellent internal cross-functional relationships with relevant stakeholders to ensure alignment with and appropriate support of corporate and functional goals
  - Collaborate within Commercial Operations to ensure data integrity and accuracy in reporting
  - Participate as a key thought leader of the business planning team by challenging assumptions and identifying key risks and opportunities
  - Negotiate with teammates for appropriate allocation of internal analytic, IT, and operational resources ensure commercial launch readiness and ongoing operations
- Provide Insights and forecasting support for Business development and New Product Planning initiatives as needed
- Potential to build analytics and forecasting team as company grows and/or to support global launches
- Operate in adherence with legal, compliance, and regulatory guidelines in the pharmaceutical industry; build SOPs, guidelines and training to ensure broad understanding and compliance with such

### **Qualifications:**

- BS/BA degree in business or related discipline. Advanced degree in a relevant field preferred
- 8+ years of experience within the pharmaceutical, biotechnology or consulting industries
- Oral oncolytic, rare disease and/or launch experience, is preferred
- 5+ years of progressive experience in commercial analytics, brand forecasting, strategic planning, market research, and/or consulting
- Must be a true team player – authentic, humble, able to build a positive team spirit and lead through the ups and downs of a launch, puts success of team above own interests and support everyone’s efforts to grow and develop
- Effectively and seamlessly work at multiple “altitudes” within the organization. Maintains a “no job is too big or too small” attitude necessary to succeed in a startup environment.
- Excellent interpersonal, oral and written communication skills, including ability to synthesize data and deliver a clear overview of commercial strategy, opportunity and risks for the Executive Team
- Demonstrated ability to adapt to changes in the work environment, manage competing demands and adjust approaches/methods to best fit the situation with maturity and professionalism
- Demonstrate managerial courage to make and stand by difficult decisions
- Hands-on experience and proven creativity and innovation in designing/customizing qualitative and quantitative research methodologies to address specific business needs
- Deep experience with commercial data (e.g. Rx, Patient Claims, Specialty pharmacy, Hub, EMR, etc.)
- Strong business acumen, critical thinking, along with technical and problem-solving skills
- Thrives in fast-paced, minimally structured environment, able to deal with ambiguity and can act without having the complete picture
- Ability to self-direct projects and work with little supervision
- Ability to manage periods of heavy domestic travel (20-40% of time based on market research needs)