



Position: Director, Field Operations

Job #: 03-227

Reports to: Chief Commercial Officer

Location: Waltham, MA

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 Chief Commercial Officer, this highly visible role will have the rare opportunity to build the Field Operations function from the ground up as we prepare to launch Deciphera's first commercial therapy.

Field Operations will serve as the business lead for customer targeting, field force sizing and alignment, field incentive compensation design and implementation, field insights and reporting, and fleet management. This role will guide the CRM system design to meet the reporting needs of all customer-facing teams, including Market Access, Sales, and Medical Affairs. In addition, the person in this role will actively influence commercial strategy and tactical execution by providing timely, unbiased, objective, in-depth intelligence about customer level performance. This person must be able to engage diverse HQ and field-based audiences, possess strong analytical skills with an ability to translate findings into actionable insights. As a senior member of the commercial business, this role will serve as an internal consultant to Commercial and Field leadership to drive innovation and forward-thinking 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

Deciphera Pharmaceuticals

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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:

- Design and maintain Deciphera's field facing customer engagement model
 - Leverage subnational data and market knowledge to recommend optimal field structure and sizing
 - Design and deploy alignment process to align territories for optimal field effectiveness
 - Manage field roster and fleet
- Develop and lead the best in class incentive compensation function
 - Establishing the committee and processes to compliantly design and document incentive plans
 - Design compliant incentive compensation plans that appropriately motivates field sales team
 - Develop tracking, attainment reconciliation and payout calculation process
 - Design timely and effective standardized incentive compensation reporting
- Serve as HQ liaison for field-based personnel, develop and manage field communications to efficiently triage data and system inquiries and ensuring field employees have the information, data and insights needed to be successful in territory
- Responsible for the guiding the compliant design of the CRM across field sales, Market Access, Medical Affairs and Field leadership
 - Monitor department performance against key performance indicators and collaborate with commercial leadership to implement improvements
 - Partner with Advanced Analytics and Data Management to ensure integration of field data into the commercial data environment
 - Assist Training and Development with creation and implementation of systems training
- Ensure timely and accurate collection, analysis, management, and dissemination of all field sales reports
 - Develop tools and dashboards that capture key performance metrics across all teams
 - Design and implement effective call planning and customer insights tools
 - Assist management in evaluating sales productivity/performance

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- Develop field activity, performance and attainment reporting
- Serve as a thought-partner to Commercial Insights & Operations and the Leadership of field-based roles
 - Champion intellectual agility and use of analytics to define long-term strategy and a flexible approach to execution
 - Demonstrate managerial courage to make and stand by difficult decisions
 - Display high degree of creativity and innovation in problem solving, proactively developing new approaches, processes, and methodologies to maintain timely, accurate and reliable field operations
 - Serve on cross-functional data governance team and help establish and maintain data and ensure data quality
 - Oversee and execute a wide variety of adhoc initiatives

Qualifications:

- BS/BA degree in business or related discipline. MBA or other advanced degree preferred
- 8+ years of experience within the pharmaceutical, biotechnology or consulting industries. Oral oncolytic or rare disease experience, including launch experience, is strongly preferred.
- 5+ years of progressive experience in field/sales operations roles, CRM systems administration, incentive compensation, and/or consulting
- Hands on, in-depth understanding of designing, implementing assessing incentive plans in small markets and for launch products
- Strong analytical skills with the capability to appropriately define business issues; to comprehend quantitative methods and analytical techniques; to perform accurate analysis; to cross-check data and assumptions; to document and establish data trails; and to think creatively about different ways to analyze information
- 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
- 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
- Deep experience with pharmaceutical data (e.g., IQVIA, SHA, Patient Claims, Specialty pharmacy, Hub, 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
- 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.
- Ability to self-direct projects and work with little supervision
- Experience managing vendor partners/consultants and leading project teams to achieve milestones and objectives
- Ability to travel (up to 20% of time with potential for more occasionally)