



**Job Title: Director of Commercial Insights and Analytics**

**Department: Commercial**

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CeQur® Corporation develops and commercializes a convenient, discrete, and simple-to-use wearable insulin delivery device that easily integrates into patients' daily lives. CeQur Simplicity™ is a 4 Day Insulin Patch designed to revolutionize insulin delivery and simplify the lives of people with diabetes by providing injection free dosing. CeQur Simplicity™ is FDA cleared.

At CeQur, we aim to provide solutions for people with diabetes that are profoundly simple and clinically effective. We are gaining tremendous momentum already and have built a leadership team and board that comprises of accomplished and respected industry experts. We are looking for like-minded A+ team players to join our team to help make a difference and build a legacy while driving penetration of our therapies. CeQur values a collaborative and creative mindset, where each team member is encouraged to contribute to our processes, decisions, planning and company culture.

**Position Overview:**

The Director of Commercial Insights and Analytics understands the commercial landscape and provides analytics and detailed customer insights to identify key opportunities to enhance CeQur's commercial execution. This role plays a key part in driving important business decisions and shaping company strategy through thorough analysis and industry expertise. The Director of Commercial Insights and Analytics works closely with the commercial leaders and thrives as an individual contributor in a fast paced, start-up environment.

**Responsibilities:**

- Provide hands-on expertise and collaborate with teams to design, execute, and oversee all commercial analytical deliverables. This includes selecting the right data sets and methodologies for analysis, as well as synthesizing and presenting the final findings and conclusions. The analytical support covers a broad range of areas, including (but not limited to) the following:
  - Sales Force Effectiveness: Collaborate on initiatives focused on sales force sizing, alignment, and incentive compensation strategies. Design, track, and report on KPIs to assess sales force effectiveness. Implement performance scorecards, ensuring alignment with segmentation and targeting strategies. Continuously monitor performance against established goals throughout the year to maintain strategic alignment.
  - Data Analysis and Reporting: Develop a streamlined and efficient business analytics process to support the commercial organization. Perform both ad hoc and routine analyses using third-party and internal data to identify trends, key opportunities, and address critical business challenges for the company. Conduct Market analysis, HCP target opportunity assessment, situation analysis, advanced analytics such as promotional response and mix modeling, territory opportunity evaluation, ROI assessments, territory evaluations
    - Synthesize diverse data into actionable insights and brand opportunities.
    - Present findings to key stakeholders in a clear, actionable format.
    - Leverage advanced data analysis and business intelligence tools (e.g., Power BI) to gather and interpret insights.



- Deliver metrics, dashboards, performance reports, and insights on core business activities to key internal stakeholders.
- Strategic Insights and Forecasting: Integrate various data sources to support decision-making and strategic initiatives. Collaborate with internal stakeholders to validate forecast assumptions. Deliver actionable recommendations through objective data analysis and well-supported business cases.
- Market Access Analytics and Data Strategy: Collaborate with the Market Access Team to assess and develop strategies for payer, pharmacy, and distribution partners, including contributing to the design and implementation of data strategy and engagement plans.
- Executive Support: Play a key role in preparation of insights and analysis to support executive level presentations, including quarterly business reviews, board presentations, and budget reviews.
- Work closely with both Commercial, Supply Chain, and Finance leadership to build, analyze, and communicate accurate short-term and long-range demand and revenue forecasts

#### **Education and Experience Minimum Requirements:**

- Bachelor's degree (Master's Degree Preferred) in a scientific or business discipline. (Statistics, Mathematics, Economics, Operations Research or Computer Science)
- A minimum of 5-8 years of experience in pharmaceutical healthcare analytics at the senior manager level, director level, preferred.

#### **Preferred Skills and Competencies:**

- In depth knowledge of secondary data sources and syndicated research relevant to the pharmaceutical and healthcare industries, including; strong understanding of commercial business and industry-standard data source, such as script data (IQVIA, Symphony, MMIT, Breakaway, etc.) and wholesaler/distribution data (EDI 852, 867, etc.)
- Ability to manage and prioritize multiple projects simultaneously to ensure timely and accurate delivery of insights.
- Understanding of potential biases in each database and how they may affect analysis.
- Proficiency in advanced modeling techniques and statistical methods
- Knowledge of database management challenges and the ability to work effectively with systems managers