



InSphero is an innovative biotech company in a rapidly growing sector helping its customers in pharmaceutical and chemical industry to make their compound discovery and development safer and more efficient. InSphero has partnered with leading pharmaceutical and biotech companies to develop and produce highly functional, organotypic, three-dimensional cell-based microtissues in the areas of toxicology, liver diseases, diabetes and oncology. With manufacturing sites in both Switzerland and the United States (Brunswick, ME), InSphero is well positioned to be a global solution provider in drug discovery and development. We are looking for a highly motivated, well-connected and entrepreneurial individual to join this team.

### **Head of Marketing (100%)**

Reporting to the Chief Business Officer (located at the company headquarters in Schlieren, Switzerland), the Head of Marketing is responsible for driving all marketing activities within the company. This includes the development and execution of InSphero's global marketing strategy as well as state of the art marketing techniques by targeting primarily pharmaceutical and biotech customers. The position requires a hands-on mentality and offers extensive scope to apply and further develop your expertise. Starting date: as soon as possible.

#### **Main responsibilities**

- Develop and implement a global marketing strategy incl. brand strategy and communication plan to further strengthen the company's market presence and position
- Develop and implement an annual marketing plan based on business targets ensuring effective return on investment is achieved
- Build and manage a dedicated marketing team ensuring customer-focused and efficient execution of all marketing tasks and projects
- Control budgets and allocate resources amongst projects; monitor progress through KPI tracking and submit quarterly performance reports
- Produce, edit and manage the company's online presence, printed materials, editorial design and publications incl. press releases
- Act as the company's agent towards external parties such as media stakeholders and potential clients
- Actively promote and present InSphero to customers; represent InSphero at conferences and exhibitions

#### **Profile**

- Degree in Life Sciences, ideally with additional business or marketing degree; professional chartered marketer (CIM) is a plus
- Marketing professional with min. 3-5 years of marketing and managerial experience, ideally in life-science consumable business
- Proven leadership skills and experience
- Up to date with current online marketing techniques and best practices (e.g. sound knowledge of Google AdWords, AdSense as well as web analytics such as Google Analytics, WebTrends, etc.)
- Creative and analytical thinking
- Strong communication and presentation skills
- Strong business sense and entrepreneurial thinking
- Place of work: Schlieren (a suburb of Zurich, Switzerland)

We are looking for a highly reliable personality who assumes responsibility. We are offering an international and dynamic work environment, which will allow you to participate in shaping InSphero's future. We are looking forward to receiving your application by e-mail at [hr@insphero.com](mailto:hr@insphero.com).



**insphero**

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