



Crown Laboratories, along with our affiliated companies, has a long-standing heritage in skin care, and we are passionate about providing consumers and clinicians with innovative solutions for the skin. As our mission states, we are committed to developing and providing a diverse portfolio of pharmaceutical and consumer products that improve the quality of life for our customers.

With consumer brands like Blue Lizard Australian Sunscreen, Vita Liberata, and more, we offer best-in-class sunscreens, self-tanning lotions, moisturizers, cleansers and oral care products. Our prescription products provide healthcare professionals with solutions for managing a variety of skin conditions. With the recent addition of Bellus Medical, we are now a leading innovator in aesthetics. We are excited about our future, as we grow to become an innovative leader in the dermatology, skin care, and aesthetics industries while enriching the lives we touch.

We are currently recruiting to fill the newly created Chief Commercial Officer (CCO), who will be responsible for the development and execution of the company's overall global commercial strategy, for a mix of OTC Skin Care, Beauty, and Prescription skin and dermatology products. The CCO is also responsible for building, maintaining and growing a commercialization infrastructure to drive market adoption of the Company's products. Reporting directly to the Chief Executive Officer (CEO) the CCO will provide global leadership for brand, marketing, commercial, loyalty, partnerships, innovations and revenue optimization across the Crown platform of companies and ensuring all functions of the organization are aligned to meet its strategic commercial objectives.

### **Primary Responsibilities**

- Partner with the CEO and key stakeholders across the business in all aspects of commercial and business strategy, commercial operations and planning.
- Deliver strategic plan for the commercial path to aggressive, yet achievable, growth and profitability of the company with a focus on brand optimization and capturing brand / market strategies across product categories and market channels.
- Design, build and lead an efficient, effective commercial organization that adapts to a dynamic portfolio of products, including Market Access, Pricing and Reimbursement, and Market Development.
- Develop and execute launch plans for all products.
- Develop and execute integration plans for newly acquired products, including integration into overall commercial strategy synergies.
- Collaborate with Medical Affairs to build/expand the company's patient advocacy, field-based MSL team, Key Opinion Leader relationship management and scientific publications capabilities.
- Create, manage, and oversee Revenue and Expense budgets while achieving profitability targets across all Commercial Business Units.
- Develop collaborative working relationships within the organization in pursuit of the of the company's overall business goals
- Lead development of the company's marketing strategy with an emphasis on achieving market penetration and sales growth
- Build and leverage a commercial team to ensure that the Company's commercial potential is maximized.
- Develop and implement the Company's sales strategy across key market segments to ensure that the Company identifies and optimizes a clear path to aggressive growth.
- Assess, build and manage an array of necessary channels capable of delivering on the Company's growth objectives.
- Develop strategic direction and plans for the company with regard to all commercial functions including sales, marketing, creative, analytics and customer support/customer experience.
- Manage sales operations organization, field sales organization, and manufacturer's agents, distributors and value-added-resellers to ensure sales targets are met or exceeded.

- Serve as a member of the Executive Leadership Team while providing insight and input in to the business development activities of the Company including product in-licensing, out-licensing, product acquisition, and mergers and acquisitions.

**Requires any combination of education and experience equivalent to:**

- 10 to 15 years of progressively responsible leadership in sales and / or marketing and at least 3-5 years of full scope commercial executive leadership supporting OTC skin care, with exposure to Rx Dermatology and / or beauty products preferred. Must have experience with a diverse, global portfolio.
- Dynamic leader with exceptional communication skills, with the ability to inspire and lead a disparate team of sales and marketing professionals.
- Demonstrated ability to plan and execute comprehensive sales and marketing strategy from pre-launch preparation to full commercialization and profit realization.
- Demonstrated ability to work successfully in a agile, growing, fast-paced, matrixed environment. Our culture is built on leaders who are both hands-on as well strategic, who can effectively manage across multiple time zones.
- A successful track record of delivering on commitments and maximizing financial returns of growth businesses through the development of a strategic vision and the execution of operating plans.
- Well-developed program, project, and team management skills.

NOTE: This job profile is intended to provide an overview of expected job duties and requirements. It is not intended to be a contract of employment, explicit or implicit. All contents are subject to change at the sole discretion of the company. Cooperation is expected of all employees. Other duties may be assigned as needed.

We offer a competitive benefits package including vacation, medical, dental, vision, short/long term disability and 401(k) w/match.

*an Equal Opportunity Employer*

For other career opportunities, please visit our careers page:

<https://www.crownlaboratories.com/employment-opportunities/>

To learn more about our company and our brands, please visit our websites:

[www.crownlaboratories.com](http://www.crownlaboratories.com)

[www.bluelizard.net](http://www.bluelizard.net)

[www.vitaliberata.com](http://www.vitaliberata.com)

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