



## **PFIZER INC.**

### **Sr. Manager, Products Research, REQ# 4694475**

Reports directly to Sr. Director, R&D. The Sr. Manager of Products Research will lead product research initiatives for the product development group and build consumer research capabilities against franchise initiatives within Pfizer Consumer Health Care Global R&D. Individual will manage the R&D consumer research activities for the brand while working within the framework of the Community of Practice of Products Research. Individual will be integral to defining and solving for consumer behavior and interaction with our products. The position will require strong partnership and collaboration with the Consumer Insights team, the Product development teams and other Product Researchers within Global Health team, Commercial teams, etc.

#### **ROLE RESPONSIBILITIES**

- Responsible for researching and identifying the needs and desire of customers in order to benefit PCH and increase customer-product experience. Provide actionable recommendations for opportunities that support business objectives identified through ongoing program and customer measurement.
- Be the “Voice of the Consumer” providing insights to help guide specific product development opportunities. Identify market/consumer trends.
- Design & Execute qualitative and quantitative product testing to support R&D product development efforts.
- Utilize a variety of methods (consultants, primary research, literature searches) to apply behavioral science solutions to increase compliant behavior of consumers. This includes designing, fielding, analyzing & reporting Consumer studies. Other activities include identifying and contracting with key behavioral science experts, conducting literature reviews, and detailing the approach and justification in documents prepared for the agency. Other activities may include: moderating qualitative research, reviewing and/or recommending independent ethical review (institutional review board), crafting informed consent forms, working within web based consumer research software platforms and services (such as Compusense).
- Work on initiative project teams with R&D functions to help the development of new product opportunities using consumer and product testing tools. Develop, implement and summarize detailed consumer testing plans to achieve these goals. Work closely with key technologists on each assigned initiative to effectively translate consumer needs into working product and technology models for success. Build working models that help to connect what’s needed with what is possible.
- Work on integrating methodologies that have proven useful in other fields while taking into account the more complex pathway that studies must progress in an NDA setting. Develop capabilities within the organization to better diagnose and solve for behavioral challenges, including leveraging techniques to identify both conscious and non-conscious drivers. Identify novel ways to generate answers that are needed to assess the benefit/risk analysis for government bodies while navigating the complexities associated with maintaining safety reporting compliance. Using expertise in consumer behavior and behavior drivers, work with teams to bring forward solutions that are likely to influence compliance.
- At the end, must synthesize/compile all the information and be able to combine clearly and coherently all the findings. Hence, translating these findings into scientifically convincing and technical persuasive writings that can be transcript into the regulatory documents.

## **QUALIFICATIONS**

- The following combination of Chemistry, Chemical Engineering or related engineering/Pharmaceutics field degrees and equivalent in R&D experience or equivalent work experience is required:
  - MS degree with 5-7 relevant experience; BS degree with 7-10years relevant experience
  - Experience must be within R&D working toward the development of new consumer and/or OTC products, and with proven exposure to Marketing and Market Research.
- Or
- B.S. degree in Behavioral Sciences, Psychology, Sociology, Statistics, with an M.A., M.S. or MBA in Market Research or Behavioral Sciences. With this background, 7+ years of professional experience with at least 5 years of experience in consumer research at the supplier end or with consumer goods company is required.
  - Requires at least 5 years of hands on experience in the direct application of consumer testing and/or consumer products research tools to define articulated and unarticulated consumer needs and insights and to lead the development of new consumer health care products. Independent and practical experience in the design, implementation and summarization of consumer research is a must.
  - Requires experience in the direct interaction with consumers to generate consumer insights. Skill in conducting focus groups, one-on-one interviews and other forms of consumer engagement is critical for the successful outcome of this position.
  - Strong partnership and collaboration with Marketing (in addition to Consumer Insights).
  - Experience with external market research vendors including managing requests for proposals, contracts, and overseeing execution of consumer studies is a must.
  - Experience in working with external Design firms would be a plus.

## **EEO & Employment Eligibility**

Pfizer is committed to equal opportunity in the terms and conditions of employment for all employees and job applicants without regard to race, color, religion, sex, sexual orientation, age, gender identity or gender expression, national origin, disability or veteran status. Pfizer also complies with all applicable national, state and local laws governing nondiscrimination in employment as well as work authorization and employment eligibility verification requirements of the Immigration and Nationality Act and IRCA. Pfizer is an E-Verify employer.

## **Sunshine Act**

Pfizer reports payments and other transfers of value to health care providers as required by federal and state transparency laws and implementing regulations. These laws and regulations require Pfizer to provide government agencies with information such as a health care provider's name, address and the type of payments or other value received, generally for public disclosure. Subject to further legal review and statutory or regulatory clarification, which Pfizer intends to pursue, reimbursement of recruiting expenses for licensed physicians may constitute a reportable transfer of value under the federal transparency law commonly known as the Sunshine Act. Therefore, if you are a licensed physician who incurs recruiting expenses as a result of interviewing with Pfizer that we pay or reimburse, your name, address and the amount of payments made currently will be reported to the government. If you have questions regarding this matter, please do not hesitate to contact your Talent Acquisition representative.

- Last Date to Apply for Job: June 18, 2018  
Interested candidates please [apply online](#)