



POSITION PROFILE:

Vice President of Marketing & Strategic Insights

Acer Therapeutics Inc.
(Nasdaq: ACER)
www.acertx.com

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Company Overview

We are a pharmaceutical company focused on the acquisition, development and commercialization of therapies for serious rare and life-threatening diseases with significant unmet medical needs. Acer was founded in 2013, went public in 2017 and raised \$100 million to date. Acer's pipeline includes four programs: ACER-001 (sodium phenylbutyrate) for the treatment of various inborn errors of metabolism, including urea cycle disorders (UCDs) and Maple Syrup Urine Disease (MSUD); EDSIVO™ (celiprolol) for the treatment of vascular Ehlers-Danlos syndrome (vEDS) in patients with a confirmed type III collagen (COL3A1) mutation; ACER-801 (osanetant) for the treatment of induced Vasomotor Symptoms (iVMS); and ACER-2820 (emetine), a host-directed therapy against a variety of infectious diseases, including COVID-19. Each of Acer's product candidates is believed to present a comparatively de-risked profile, having one or more of a favorable safety profile, clinical proof-of-concept data, mechanistic differentiation and/or accelerated paths for development through specific programs and procedures established by the FDA.

The company is led by a management team experienced in the development and commercialization of rare disease therapeutics. Acer's strategy is predicated upon time and cost-efficient drug development, with the goal of delivering safe and effective therapies to patients with the utmost urgency.

Acer has a strong company culture and is committed to creating and maintaining an environment that values individual rights, hard work, fosters creativity, and promotes success. The Company is growing and is fueled by the talent and expertise of our employees and driven by the commitment to treating patients with significant unmet medical needs.

Location – United States

As a part of the Acer team, you will have the opportunity to work where you're most productive. We have offices in Newton, Massachusetts and Bend, Oregon. Some travel, post COVID-19 pandemic, to our East Coast (Newton, MA) and West Coast (Bend, OR) offices may be required, as well as other US meeting locations.

However, most of us work out of a home office, co-working space, in a rainforest, at the beach, on a train, in a plane, you name it, we're there. We're a talented, unconventional and collaborative team that knows no boundaries who are always looking to work smarter and support one another. In addition to ultimate work flexibility, we also provide world-class benefits to support the ongoing health and wellness of our employees and their families.



Reporting Relationship

The Vice President of Marketing & Strategic Insights will report directly to the Chief Commercial Officer.

Job Description

The VP of Marketing and Strategic Insights will be an integral member of our Commercial team and will provide vision and leadership necessary to develop and implement the marketing strategy and plan for all of Acer's products. The VP will be responsible for strategic marketing, market research, product management, marketing operations and vendor management. This includes creating marketing plans for pipeline assets, as well as, post-launch, growth phase and life cycle activities for in-line products by advising clinical and R&D teams regarding data required to support positioning, publication strategies and building scientific share of voice. This leadership role is responsible for marketing to all external customers, leading agency and vendor relationships, establishing KOL relationships and leading cross functional collaboration internally and externally. The VP will work closely across functional groups, including but not limited to Sales, Market Access, Regulatory Affairs, Legal, Medical Affairs, R&D, Patient Advocacy, as well as business partners to ensure organizational alignment with the commercialization strategy. In this leadership position, this executive will help establish product goals, and to advocate for the required budget and resources from the executive team.

Key Responsibilities

- Building and developing the marketing organization including product management, marketing operations, digital marketing, market research and Thought Leader Liaisons
- Lead, develop and execute the marketing strategy including identification of key market issues, critical success factors for the brand, design of solutions, brand vision, positioning and messaging including competitive strategies and marketing tactics
- Identify and align on market research needs, and plans with Commercial Team, and translate market research insights into product strategies and forecasting assumptions
- Oversee and/or conduct market analyses to inform recommendations for key segment value drivers, growth opportunities, target product profiles, & revenue potential
- Identify, analyze, and translate relevant clinical and landscape data, as well as competitive intelligence, to inform the development of asset strategies and pipeline opportunities
- Ensure alignment of Market Access strategic and operational plans with product marketing strategic plan



- Work collaboratively with key thought leaders, academic institutions, cooperative groups, and professional and patient advocacy groups to validate commercial approach and secure launch readiness for Acer products
- Work with agency of record, consultants, and other vendors as necessary to develop launch programming ensuring superior tactical execution
- Provide input on payer/pricing strategies through product life cycle
- Monitor and manage brand marketing budgets and forecasts, while evaluating cost effectiveness and ROI of activities and results
- Inspire, align, mentor, motivate and mobilize teams
- Demonstrate company values on a consistent basis
- Any other duties as assigned by the Chief Commercial Officer

Qualifications

- BA/BS degree in business, marketing or science required; MBA Preferred
- Minimum of (15) fifteen years of pharmaceutical and/or healthcare experience with a minimum of eight years in US pharmaceutical pre-launch and launch marketing, new product commercialization
- Rare disease experience
- Experience in all aspects of marketing: strategic marketing, in-line marketing, digital marketing and launch experience required
- Experience managing marketing and market research functions and budgets
- Demonstrated strategic thinking, initiative, creativity in positioning and marketing pharmaceutical products
- Demonstrated understanding of marketing opportunity analysis, market building tools and strategy
- Strong business acumen, strategic thinking, analytical/financial skills
- Excellent collaboration skills, ability to collaborate internally and externally with all stakeholders as part of a small and entrepreneurial team
- Excellent written communication and oral presentation skills

Personal Characteristics

- Must work well in a semi-virtual environment (home office / regional offices)
- An ability to quickly contribute in a meaningful way as a strategic partner to cross functional teams
- Possesses the highest standards of personal and professional integrity and will insist on ethical business behavior in all of the Company's business affairs. Able to face adversity without compromising integrity
- A smart, innovative, forward thinker, yet pragmatic and operationally savvy, with a strong commitment to patients, science and a drive to "do the right thing" (and not just the very safest, most risk averse thing)



- Superb leadership skills combined with a focus on helping the business devise creative solutions to reach its goals
- A solutions-oriented team-player, with a “hands-on” energetic approach and style coupled with a strong work ethic
- A passion for the treatment of rare and life-threatening diseases
- Proven experience operating with a sense of urgency while remaining flexible, open-minded, and adaptable when working in a rapidly changing environment
- Personally committed to the Acer Ethos and Core Principles

Compensation

Acer seeks an individual of exceptional ability and will offer a competitive compensation package commensurate with candidate’s individual skills and experience.

The Acer Ethos

We founded Acer on the fundamental mission that we will invest in developing innovative therapies and making them broadly accessible for people impacted by serious rare diseases with significant unmet medical need. In an era when the pharmaceutical industry is making huge strides in advancing therapeutic options for rare conditions, that may not sound atypical. But we believe we have a better way and it will deliver significant value to patients and their caregivers, healthcare systems and society.

Be led by patients, their caregivers and clinicians.

We don’t just put patients first, we are fueled by their resilience to adversity. That’s why patients and their caregivers lead us in how to think about shaping our drug development programs so that our products will deliver optimal outcomes and earn the commitment of treating clinicians.

We recognize that drugs can offer tremendous benefit to patients and clinicians alike, but often leave both with an incomplete promise. That’s why we engage with patient and clinician communities in our targeted pipeline areas and listen to their needs in order to reflect their inputs early and throughout our drug program development.

Indeed, such collaboration enables us to solve challenges and design solutions together.



Our Core Principles

1. Obligation to prioritize the Patient & their Family
2. Be Compassionate
3. Respect other's perspectives
4. Responsibility to do what's right – always!
5. Total Transparency
6. Celebrate Diversity
7. Humility
8. Be Courageous
9. Accountability
10. Be Unconventional

Acer is committed to continuously work to create a diverse and inclusive workplace and is proud to be an equal opportunity employer. Our goal is to promote a culture where diversity of thought, backgrounds, gender, gender identity, race, national origin, sexual orientation, religion, genetics, disability age or veteran status, is given equal consideration for employment.