



# Position Profile:

## Head, Thought Leader Programming (Marketing)

Acer Therapeutics Inc.  
(Nasdaq: ACER)  
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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 Head, Thought Leader Programming will report directly to the Vice President of Marketing & Strategic Insights.



### **Job Description**

The Head of Thought Leader Programming (TLP) will report to the Vice President of Marketing & Strategic Insights. She/he will be responsible for the legally compliant development of key opinion leader (KOL) engagement tactics, across Acer Therapeutic's portfolio of rare disease therapeutics. This will require extensive coordination with Market Research, Medical Affairs, Sales, Corporate Communications, Legal, Regulatory and Clinical to strategically develop relevant advisory insights and to pull through branded and unbranded promotional initiatives for each of our three clinical stage, rare-disease treatments.

This role requires significant and extensive cross-functional leadership experience. The incumbent will establish appropriate procedures, systems, metrics and infrastructures to support Thought Leader Programming (TLP) initiatives. She/he will possess strong leadership skills, an ability to set a vision, to lead change and collaborate across functional lines. She/he should also be adept at interacting with senior Executives. Responsibilities include and are not limited to:

### **Key Responsibilities**

#### **Strategic Management of Advisory Programs**

- National and Regional advisory board leadership: Collaborate with Clinical, Medical, Marketing, Market Research and Legal to develop strategic content that generates relevant product communication and promotion insights, across Acer's rare disease portfolio (focus on ACER-001).
- Launch advisor leadership: Establish and manage launch-specific advisors who will provide on-going commercialization and marketing advice as we approach the launch of ACER-001, and other portfolio therapeutics as they progress.

#### **Key Opinion Leader Engagement & Development**

- Cultivation of KOLs: Rapidly get to know urea cycle disorders (UCD) science and KOLs. Eventually develop understanding of vascular Ehlers-Danlos syndrome (vEDS) and maple syrup urine disease (MSUD). Near term focus on UCDs and launch of ACER-001. Identify, foster and develop new KOLs and build awareness of Acer with existing KOLs.
- Conference KOL engagement: Establish Executive level KOL engagements at scientific conferences and liaise with professional societies to create robust scientific congress OL engagement plans.
- Thought Leader Liaison (TLL): Create POA for potential, small field-based TLL team.

#### **Professional Speakers Bureau Development**

- Health Care Professionals – Create branded and unbranded content for peer-to-peer HCP education
- Allied Health Care Professionals (RN, Pharm D, Reg. Dietician) – Similar to above, content for AHCPs
- Advocacy – Potentially manage patient/advocacy peer-to-peer educational speakers bureau

#### **Promotional & Educational Content Creation**

- Branded – Compliant, label-consistent branded communication content (speaker slides & training)
- Unbranded – Disease education/market shaping content for UCD (speaker slides & training)
- Brand Planning – Support development of brand launch plans via development of product insights and creation of promotional (speaker) content; in tight collaboration with Market Research team.



- Innovation – Create state-of-the-art digital communications channels, digital KOL content and new ways of compliantly and regularly engaging with opinion leaders across all of our external stakeholders (providers, patients, payers, advocacy and professional societies).

#### **Administration & Leadership**

- Ensuring all activities are compliant with relevant laws and Acer legal/regulatory SoP requirements.
- Work collaboratively with medical education vendor to ensure high quality content and programs. Partnering with other functional colleagues in Medical Affairs, Legal, Regulatory, Sales, Advocacy and Corp. Communications will be important to successful development of opinion leader programs.
- Experience establishing reporting and auditing systems (Fair Market Value, Physician Payment Sunshine Act), in concert with Legal, is required.
- Cultivating relationships with thought leaders, key customers and professional organizations; inclusive of extensive, in-field national KOL visits.
- Collaborate with PRC/MLR to plan and execute review of plans, consistent with SOPs.
- Expertly develop and manage annual budget to predefined quarterly variances, communicating changes to VP of Marketing & Strategic Insights.
- Sets a positive example for others to follow, shares own expert knowledge, models standards of performance, offers guidance and develops junior team members.
- Develop and roll-out/establish relevant Thought Leader Programming (TLP) standard operating procedures (SOPs) with Legal.
- Recruit, hire, train and develop top talent (if/when additional Thought Leader Programming FTE are approved).

#### **Qualifications**

- 8+ years healthcare Marketing, Medical Education or Medical Affairs experience including expertise creating KOL engagement plans, Marketing/Medical strategy, market research and educational tactics.
- BA/BS degree required with an advanced scientific degree (MS, RPh, PhD) or MBA strongly preferred
- Experience with FDA regulatory agencies (e.g., OPDP), policies (e.g., HIPAA), laws (i.e., Antikickback Statue, Physician Payment Sunshine Act) and their impact on development of compliant promotional opinion leader programs is required.
- Experience with rare-disease and therapeutics and opinion leaders is preferred
- Proven track record of creating successful KOL, speaker and advisor launch plans required
- Experience managing agencies and developing and implementing promotional tactics
- Well-developed cross-functional influencing and negotiating skills (PRC/MLR particularly)
- Excellent interpersonal skills with ability to lead, focus-teams, resolve conflict and drive consensus among individuals from a variety of cultures and disciplines.
- Strategic capabilities with ability to develop branded and unbranded TLP promotional content that support broader brand launch strategies.
- Demonstrated excellence in project management and managing multiple priorities
- Strong communication skills with experience presenting before executive staff
- Track record of successful, de novo budget creation, management and tracking



- Experience leading cross-functional teams or work groups as well as direct reports
- Sales/Sales leadership and/or Market Research/Commercial Analytics experience preferred
- Ability to travel up to 40% of the time, both domestic and (potentially) international travel required.

### **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 devise creative solutions to reach goals
- A solutions-oriented team-player with a "hands-on" energetic approach and 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

We will be accountable to this Ethos and Core Principles. We encourage open and transparent communication that can help us to drive our mission forward. We may seem impatient, but it is only because we want to get there faster. We are in this, together.

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.