



**What's it like being a: Business Intelligence Manager
(Pharmaceutical Company)**

What are the main responsibilities of your role?

Through the use of a wide variety of business information, challenge and shape the key business questions that affect either a brand's or a sales force's performance.

What key skills are required in your role?

Strong analytical skills, excellent communication skills, being able to influence senior stakeholders, project leadership, Good IT understanding.

What is a typical day like in your job?

There is no typical day, but projects could be on sales force effectiveness, sales force sizing, sales forecasting, territory alignments, sales management reporting, sales force training, resolving sales force queries etc.

What are the most enjoyable/most challenging aspects of your role?

Being at the centre of the organization, being at the centre of decision making and ensuring the focus is maintained on the right issues.

How did you get into Healthcare MR?

I was a sales representative who had a strong analytical background and I wanted to further develop these skills.

What are the career/personal development opportunities available?

Senior Analytical roles e.g. European roles, Sales Management, Marketing, Training

What do you think is the most attractive thing to new comers about your job?

The Pharmaceutical industry is exciting but can be complex. Working in Business Intelligence, you get exposure to most aspects of the business quickly and so within six months you are quickly able to positively contribute to the business.