

### **Company Information**

Castle Creek Biosciences is a privately held company that develops and commercializes gene therapies for patients with rare and serious genetic diseases. The company's lead gene therapy candidate, FCX-007, is being evaluated for the treatment of recessive dystrophic epidermolysis bullosa (RDEB), the most severe and debilitating form of epidermolysis bullosa (EB). The company is also advancing clinical research evaluating a diacerein topical ointment, CCP-020, for the treatment of epidermolysis bullosa simplex (EBS) and other forms of EB. In addition, Castle Creek Biosciences is developing FCX-013, a gene therapy for the treatment of moderate to severe localized scleroderma. Castle Creek Biosciences is a portfolio company of Paragon Biosciences. For more information, visit [castlecreekbio.com](http://castlecreekbio.com) or follow Castle Creek on Twitter @CastleCreekBio.

### **Job Description**

<b>Job Title:</b>	<b>Director/Sr. Director Marketing</b>
<b>Reports to:</b>	<b>Chief Commercial Officer</b>
<b>Position Location:</b>	<b>Exton, PA</b>
<b>Number of Direct Reports:</b>	
<b>Day/Shift (if applicable):</b>	
<b>Exempt/Non-Exempt:</b>	<b>Exempt</b>

### ***General Responsibilities***

The Director/Sr. Director of Marketing will be responsible for spearheading the strategic planning and execution for the pre-launch activities of FCX-007 in RDEB. This individual will need to foster an innovative mindset to effectively develop the commercial launch plan for the US and lead the key pre-launch activities. Always putting the patient first will need to successfully build the RDEB rare disease community, establish strong connections with the rare disease patients' advocacy groups and launch the patient activation campaigns in the US. In addition, in collaboration with medical to establish the RDEB disease burden to drive awareness among the several stakeholders. Effectively work closely with the R&D team to ensure commercial alignment all the way from development to registration. In addition, provide commercial direction to R&D on other new and ongoing pipeline projects. This position will report directly into Chief Commercial Officer.

### ***Specific Responsibilities***

- Create, establish the entire commercialization strategy for FCX-007 and execute the marketing tactical plan including brand conception, brand name, pre-launch, launch, and post-launch activities for the US.
- Direct all key aspects of market understanding, pre-launch preparation and promotion, including audience definition and segmentation, branding, positioning, key messages, and promotional material development.
- Monitor products, marketplace, and competitor trends and issues via professional publications / databases, conferences, etc. and anticipate marketplace and competitive issues
- Drive disease awareness by designing and executing the development of EB disease awareness campaigns
- Design and lead the activities to develop and grow the RDEB patient community

Castle Creek Biosciences is an Equal Employment Opportunity Employer

- Foster and maintain relationships with key stakeholders such as the EB patient advocacy groups disease organizations, as well as professional societies.
- Attend scientific congresses & conventions, meet and establish strong connections with the medical community KOLs
- Work together with internal/external partners on the development of a comprehensive medical education plan
- Liaise with the medical department for the early stage medical input into the disease awareness and future pre-launch programs
- Track annual budget for marketing and promotion
- Lead the PR initiatives
- Work with internal partners on forecasting
- Assist with the assessment of new and innovative technologies, business partnerships, acquisitions, and any other related business ventures that fit within the assigned segment or product platform.

#### **Computer Skills**

- To perform this job successfully, an individual should have knowledge of Database software; Spreadsheet software and Word Processing software.

#### **Education/Experience**

- Bachelor's Degree required; Advanced degree (MBA, MA/MS, PharmD, etc.) highly preferred.
- Must have 12-15 years of progressively responsible Marketing experience within the Pharmaceutical industry.
- Must have Pharma experience; experience within dermatology as well as orphan products and rare diseases is a plus.
- Minimum of 10 years of Management experience in a similar role in the biologics or Sr. Director Marketing

#### **Ability and/or Skills**

- Excellent verbal and written skills
- Ability to execute multiple tasks
- Good interpersonal communication skills and managerial background
- Must encompass an innovative mindset; have innate ability to conceptualize new innovative product lines, and develop cutting edge strategies to execute commercial objectives.
- Must have experience in brand management, competitive intelligence, and product development.
- Proven track record of successfully developing and executing pre-launch, launch, and post-launch activities.
- Experience should include senior level marketing responsibility for multiple products, including launch(es) in a complex market landscape.
- Demonstrated understanding of marketing opportunity analysis, market building tools and strategy.
- Must be able to perform all essential functions of the position, with or without reasonable accommodation

Disclaimer:

This position description is written as a guideline to inform Castle Creek Biosciences Employees of what is generally expected of them at each job level. The description is not intended to be all encompassing or limiting in any manner; rather, it is hoped it will add understanding and better reflect the work performed at all levels of employment within Castle Creek Biosciences. Duties and responsibilities other than those listed may be included as needed within the work group or the company as a whole.

The above information is for exclusive use within Castle Creek Biosciences and may not be used or duplicated by others without written consent.