

PROFILE OF A GLOBAL MARKETING LEADER

BENJAMIN HARTMANN
GLOBAL MARKETING LEADER,
GLOBAL PRODUCT STRATEGY



OVERVIEW OF GLOBAL MARKETING LEADER

As a Global Marketing Leader, you drive the development and execution of strategic marketing plans for individual products or entire disease areas, ensuring brand consistency across all channels. By leveraging data analytics and AI, you enhance omnichannel marketing strategies to deliver personalized customer experiences. Collaboration is key, as you work closely with cross-functional teams, lead launch readiness efforts, and contribute to high-level strategic decision-making, ensuring maximum market impact.

KEY RESPONSIBILITIES

- **Lead Brand Strategy & Growth** – Shape and execute global brand strategies, ensuring alignment with market needs for maximum impact
- **Drive a Successful Launch** – Prepare and execute a high-impact launch
- **Global Brand Planning** – Own the brand planning process, from strategy to execution.
- **Innovate with Agencies** – Collaborate with partners to create digital-first, omnichannel content and tools
- **Work Cross-Functionally** – Align with medical, market research, digital, regulatory, and supply chain teams
- **Build Stakeholder Engagement** – Position your brand internally and externally as a leader in your field
- **Support Regional Teams** – Help local teams achieve success through strategic guidance



BENJAMIN HARTMANN'S BACKGROUND

Education:

- University of St.Gallen (HSG) Master in Political Sciences - Honors 'Magna Cum Laude'
- University of Basel (WWZ) Bachelor in Marketing - Honors 'Cum Laude'
- Swiss Health Quality Association (SHQA) Certification: Certified Swiss Pharmaceutical Sales Representative

Career Path:

- Joined as a 'marketing trainee', spent two years in sales selling cardiology drugs, was then promoted to product management oncology, then marketing leader rheumatology, disease area leader neurosciences and finally global launch and marketing leader.

Experience:

- 2 years sales, 5 years local marketing, 6 years global marketing, and various leadership positions.

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ADVICE FOR ASPIRING GLOBAL MARKETEERS PROFESSIONALS

- If you really want an international career, mobility is expected
- If you really like to deal with uncertainty, it's different to medical
- If you can deal with tremendous pressure, expect that the role will require some of your time and resources

PROFESSIONAL PHILOSOPHY

Work hard, play hard, but always respect your emotional limits. Be kind to colleagues, bosses, and those who report to you—relationships evolve quickly, and no role is ever guaranteed. Most importantly, embrace the unique opportunity to work at the intersection of science and business. You'll learn endlessly, collaborate with incredible people, and gain invaluable experiences—so make sure to enjoy the journey every day.

AT A GLANCE

CHALLENGES

- Balancing global-local marketing needs
- Managing high-pressure product launches
- Navigating AI-driven market shifts
- Aligning cross-functional stakeholders globally

BENEFITS

- Shaping global brand strategies
- Driving innovation with AI
- Gaining broad international exposure
- Interfacing science and business

VISION FOR GLOBAL MARKETING LEADER

Obviously the role will continue to exist as somebody needs to take commercial ownership and brief the management of what the brand needs and where it is, but it's quite safe to assume that it will be more and more integrated with local roles, as technologies permit substantial synergies between global and local teams.

Probably the most important change might come from AI, as many interfaces might change massively with AI and a global marketer's main key focus areas may shift.