

AOP Health is the European pioneer for integrated therapies for rare diseases and in critical care. To enhance our team in Vienna we are looking for a:

Global Brand Manager, Advanced Therapies (f/m/d)

1190 Vienna | Full-time employee | Start: 01.01.2026 |



We are seeking a passionate and strategic Brand Manager to join our Global Brand Unit Advanced Therapies. This role is pivotal in shaping and executing the global brand strategy across the entire lifecycle for our ATH portfolio. You'll drive brand positioning, lifecycle management, and go-to-market strategies, while collaborating closely with local country teams and cross-functional partners to build comprehensive brand strategies that truly make a difference for patients.

What Your Day To Day Will Look Like

- Develop and implement long-term global brand strategies and annual brand plans
- Lead and inspire cross-functional brand teams to maximize brand performance across the full value chain
- Drive global marketing excellence by aligning objectives and providing strategic guidance to country teams
- Oversee lifecycle management activities, including indication extensions, evidence generation, and publication planning
- Manage brand budget and resource allocation to optimize performance and impact
- Define and manage the global marketing mix (4Ps) and ensure consistency of brand messaging worldwide
- Develop global promotional materials, campaigns, and communication tools, ensuring local adaptability
- Foster collaboration and best-practice sharing across regions and functions
- Build strong partnerships with Key Opinion Leaders (KOLs), patient organizations, and scientific societies
- Own global brand budget management and sales insights
- Evaluate new market opportunities, partnerships, and product extensions
- Collaborate with Business Development and R&D teams to assess new product potential
- Lead and mentor cross-functional teams to drive performance and innovation
- Create a culture of collaboration, transparency, and trust across global and local teams
- Represent AOP Health at international congresses and key industry forums

Your Qualifications and Experience

- University degree (Life Sciences, Business, or related field)

- 5+ years of experience in global or regional brand management within the pharmaceutical or biotech industry
- Proven success in strategic marketing, product launches, and lifecycle management
- Strong understanding of Market Access, Medical Affairs, and clinical development interfaces
- Demonstrated ability to lead through change and drive results in a complex, matrixed environment
- Excellent communication, stakeholder management, and cross-cultural collaboration skills
- Analytical mindset with strategic agility and a passion for improving patients' lives
- Fluent in English and proven ability to present at Executive Level

Our Offer

- An open corporate culture with the opportunity to contribute your own ideas
- Working independently in a collegial and committed team
- Modern working environment with good public transport connections (U4 - Heiligenstadt)
- Flexible working hours (flexitime/time-out days), bonus scheme, additional benefits and employee events
- Structured onboarding and support through a buddy system
- Due to legal requirements, we are obliged to disclose the collective agreement minimum salary, which is EUR 47,644 gross per year, based on full-time employment. However, our actual remuneration packages are market-oriented and aligned with your qualifications and professional experience.

If you would like to work as a team player in an international environment and can identify with our values "Agile, Ambitious, Aligned, Accountable and Appreciative", then: Take this CHANCE and

Main Benefits

Health
insurance

APPLY NOW

Employee
discount



Company car



Flexible working hours



Laptop



Initial and continuing education



Canteen



Good transport connection



Employee events



Meal allowance



Company doctor

Your Contact



Angelika Drabek
Manager Talent Acquisition

Further information on our website:

aop-health.com