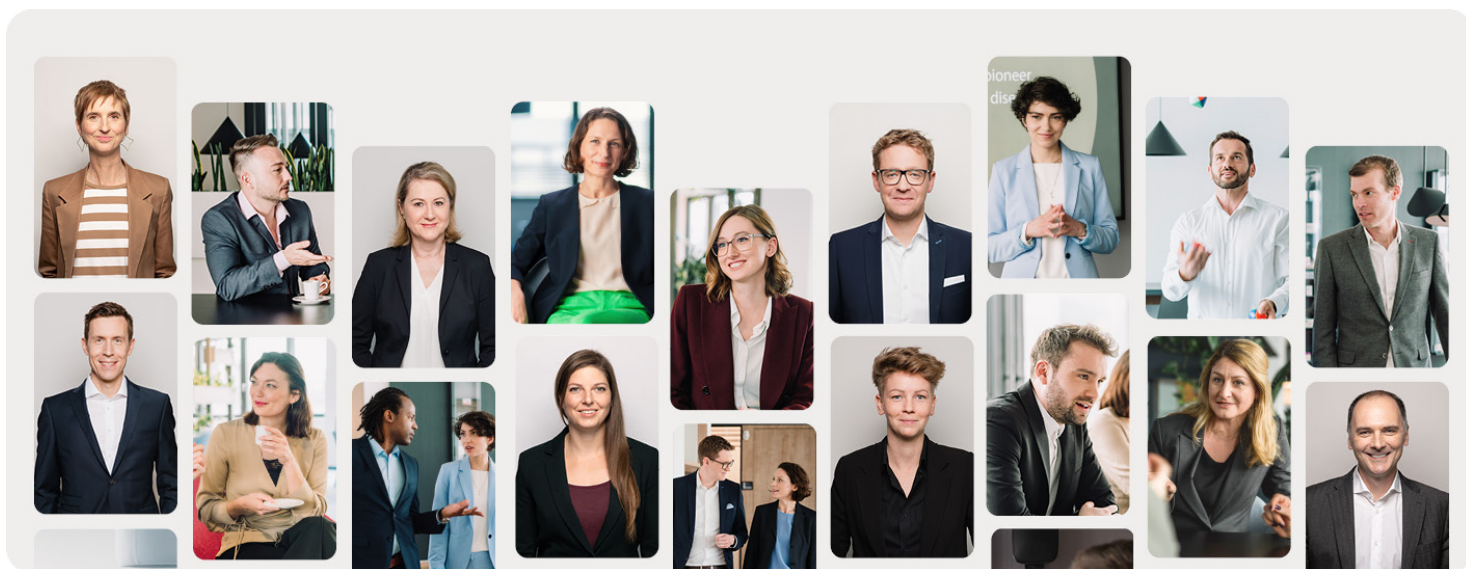




AOP Health is the European pioneer for integrated therapies for rare diseases and in critical care. To enhance our team in Vienna we are looking for a:

Global Brand Unit Lead (Director level) - f/m/d

1190 Vienna | Full-time employee | Start: as of now |



AOP Health is seeking a strategic and results-driven Director for our Global Brand Unit to lead global branding, strategy, and commercial execution across a key therapeutic area — including a high-impact strategic collaboration with RHEACELL. This position will lead the launch of AOP Health's new strategic partnership with RHEACELL including two late-stage stromal cell therapies. Together, we're bringing new hope to patients with chronic venous ulcers and Epidermolysis bullosa — conditions with high unmet medical need. As Director, you will lead partnership collaboration, guide late-stage clinical trial completion, develop go-to-market strategies, and execute market launch plans across Europe.

What Your Day To Day Will Look Like

- **Brand Strategy & Lifecycle Management**
 - Develop and execute long-term brand strategies across the therapeutic area and value chain
 - Lead the RHEACELL therapy launches, including market development and launch sequencing
 - Manage full lifecycle of brands and oversee cross-functional global brand units
 - Drive commercialization plans

Global Brand Strategy

- Build and manage a comprehensive launch roadmap for ABCB5+ MSC therapies
- Shape the global marketing mix and provide market-level guidance and support

Main Benefits

- ★ Bonus
- 🏠 Homeoffice
- 🚗 Company car
- 📱 Employee mobile phone
- 💻 Laptop
- 🎓 Initial and continuing education
- 🚌 Good transport connection
- 🅑 Parking spot

Your Contact

- Oversee execution to ensure consistent brand identity
- Coordinate scientific communication, KOL engagement, and congress activities

Financial Leadership

- Full P&L accountability for each brand/therapy
- Oversee brand forecasts, long-range planning, and investment allocations across functions and markets

Strategic Product Development

- Collaborate with Business Development and R&D on early access and post-launch data strategies
- Guide patient population insights, competitive analysis, and support health economics modeling

Performance Monitoring & Reporting

- Deliver performance reports and KPIs for global brand execution
- Maintain proactive dialogue with regional and national teams to ensure high-impact execution

Team Leadership & People Management

- Lead and mentor a growing team, including direct management of Global Brand Managers
- Foster a collaborative, high-performance culture across global and country-level functions

External & Internal Communication

- Build strong relationships with KOLs, patient advocacy groups, and scientific societies.
- Represent the brands at international congresses and in global communications.
- Drive alignment and engagement across internal stakeholders and external partners.

Compliance & Standards

- Ensure regulatory, legal, and corporate SOP compliance across all brand activities

Your Qualifications and Experience

- University degree: MBA or advanced scientific education preferred
- Proven success in multi-country brand launches, ideally with biologicals and advanced therapy medicinal products (ATMPs).
- Deep knowledge of Market Access, LCM, and global brand marketing.
- Strong strategic and analytical skills, in-depth understanding of brand P&L, lifecycle strategy, and commercial execution.
- Cross-functional leadership experience with a growth mindset and change agility.
- Proven ability to lead in matrix and multicultural environments.
- Strategic, decisive, and agile — able to lead in complexity and scale innovation
- Patient-centric and passionate about delivering life-changing therapies
- Collaborative and persuasive communicator, able to inspire cross-functional and external teams
- Skilled in coaching, developing talent, and building cohesive high-impact teams



Angelika Drabek

Manager Talent Acquisition

Further information on our website:

aop-health.com

Our Offer

- A position with personal responsibility and space for creativity
- Open corporate culture with the opportunity to bring in your own ideas
- Highly motivated, agile, and international team
- Great opportunities for personal and professional development
- Attractive work environment with excellent career opportunities and flat hierarchies
- Competitive salary package plus bonus, company car and various benefits
- The gross annual salary in accordance with the collective agreement (KV) for this role is 43.946 EUR on a full-time basis (38.5 hours/week). We are willing to offer industry standard salary depending on your qualifications and relevant 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