



**Senior Director, Global Marketing**  
**Job Code 531ED**

**Description**

Fate Therapeutics is seeking an experienced Senior Director of Global Marketing to provide broad early commercial and global marketing leadership across our pipeline of iPSC-derived, off-the-shelf NK and T cell therapies. This role will support early program development and Disease Area teams to shape clinical development strategies within oncology and ensure successful global launches that maximize the value to patients and the company. This full-time position reports to the Chief Financial Officer and is located at our corporate headquarters in San Diego, CA or at our San Francisco Bay location.

**Responsibilities:**

- Serve as the commercial representative on cross-functional project teams across multiple, clinical development programs
- Provide commercial and at least basic market access input to influence clinical development strategies
- Lead the development of early brand strategies, including market segmentation, initial positioning, value proposition, patient flow, pathways, issues and opportunities
- Develop preliminary assumptions, forecasts and NPV models in collaboration with FP&A
- Provides strategic direction on market research objectives and designs to inform cell therapy & oncology brand strategies
- Co-lead development of robust disease area strategies including patient journeys, clinical and commercial landscapes, disease and target product profiles for all early stage programs within therapeutic areas of interest
- Provide commercial insights to support portfolio prioritization decisions
- INN/USAN development and submissions
- Initiate and manage global trade name development
- Develop relationships and partnerships with KOLs and other external stakeholders (e.g. agencies/consultants) in support of core patient/caregiver/healthcare provider needs
- Understand existing business & operating models for cell therapies and/or complicated biologics to inform viable paths to broad, market opportunities
- Identifies, analyzes and translates relevant clinical and competitive data to develop insights that inform clinical strategy and commercial opportunities

**Qualifications**

- Undergraduate degree in marketing or related fields; MBA or other advanced degree preferred
- 10+ years of marketing experience within oncology (both hematology and oncology) with emphasis on global marketing and early commercialization/new product planning; market access experience a plus
- Prior experience with gene and/or cell therapy a plus
- Prior experience with market research and/or competitive intelligence a plus
- Demonstrated success working in a project team environment to inform commercial considerations and overall program/product decision making



- Comfortable with ambiguity and developing innovative pathways within a high-paced environment and with high expectations for work product
- Ability to exercise sound judgement and work independently
- Strong strategic thinking and the ability to influence key internal and external stakeholders
- Excellent written, verbal and interpersonal communication skills
- Proven ability to work with and influence diverse, cross-functional teams including the ability to synthesize diverse perspectives, identify unique opportunities and help decision making at the program and portfolio levels
- Interprets complex scientific data and concepts, and applies appropriate insights into the commercial model and planning
- In depth understanding of business objectives and how these translate into marketing priorities
- Adept at managing effectively across all levels within an organization and documented success in working with senior executives
- Independent thinker, hands-on mindset, and a detail-oriented approach to getting the work done

#### **Working Conditions and Physical Requirements**

- Preferred candidate will be local to the corporate headquarters in San Diego, CA or to our San Francisco Bay location
- Occasional evening and weekend work as needed

The preceding job description indicates the general nature and level of work performed by employees within this classification. Additional and incidental duties related to the primary duties may be required from time to time.

For consideration, please send cover letter and resume to [careers@fatetherapeutics.com](mailto:careers@fatetherapeutics.com) and reference job 531ED.

#### **About Fate Therapeutics, Inc.**

Fate Therapeutics is a clinical-stage biopharmaceutical company dedicated to the development of first-in-class cellular immunotherapies for patients with cancer. The Company has established a leadership position in the clinical development and manufacture of universal, off-the-shelf cell products using its proprietary induced pluripotent stem cell (iPSC) product platform. The Company's immuno-oncology pipeline includes off-the-shelf, iPSC-derived natural killer (NK) cell and T-cell product candidates, which are designed to synergize with well-established cancer therapies, including immune checkpoint inhibitors and monoclonal antibodies, and to target tumor-associated antigens using chimeric antigen receptors (CARs). Fate Therapeutics is headquartered in San Diego, CA. For more information, please visit [www.fatetherapeutics.com](http://www.fatetherapeutics.com).