

“Seek opportunities and take some risks...”

Bio-economy Career Profile

Position: Senior Product Manager

Name: Diane Bigras

Company: Genzyme Canada Inc.

Salary Range: Not available



What I do:

Everyday, I provide a life saving product to patients and physicians. My role is to orchestrate the prosperity of our marketed product by bringing it to patients in need of therapy. I establish and execute strategies in line with tactical plans for Genzyme’s product and work closely with the sales and medical team to achieve this objective, in addition to overseeing the activities of an assistant product manager.

I am involved in a wide range of areas related to my product for Genzyme Canada, which is not uncommon for someone in my position in a biotechnology company. I deal with the financial, strategic, and educational activities, including the management of external key customers. I also develop and participate in marketing programs on a national and international basis, which educate physicians, nurses, pharmacists, and national patient associations about rare genetic diseases and our enzymes.

My position provides me the opportunity to be closely involved with government relations, clinical and regulatory activities, and operations.

What education and skills do candidates need for this position?

I have a Bachelor’s Degree in Nutrition and prior experience in a larger pharmaceutical industry in sales and

marketing. In developing yourself for this position, it is important to experience as many different working areas as possible or obtain additional degrees such as a master in science or business administration. Having a sciences background is certainly an asset.

Some of the skills required for a senior product manager are being a self-starter and having good analytical and strategic-planning skills; these are important because the majority of people in this position, and in the biotechnology industry, do not have large departments to support them, and are fully accountable for their own work.

You need to be very innovative in this position, show great drive, and see the big picture. Being a team player is important, as you’re working with teams internally and externally. Above all, you need to be a person who can easily adapt and see the goal at the end.

What are the best parts of your job?

The best part of my job is that I work with therapies that make a difference in a patient’s life. The environment I work in offers the chance to be innovative and flexible and promotes forward thinking, as the mindset in biotechnology is to seek opportunities and take some risks.