



Position: Vice President, North America Sales & Marketing

Who we are:

Krystal Biotech (NASDAQ: KRYG) is a gene therapy company based in Pittsburgh, Pennsylvania. We are developing innovative and transformative gene therapy medicines to dramatically improve patient lives affected by debilitating skin diseases. We work to accomplish this goal through scientific innovation, operational excellence, and the belief that “nature operates in the shortest way possible” (Aristotle).

You can learn more about Krystal Biotech, Inc. at www.krystalbio.com

Our vision:

We strive to be the leader in the development of novel and proprietary “off-the-shelf” gene therapy products to fight some of the world’s most serious skin diseases.

Our mission:

To develop transformative, innovative, and science-based HSV gene therapy products and processes to dramatically improve people’s lives.

Job Description Summary:

Reporting to the Chief Commercial Officer, the VP, North America Sales & Marketing will be a key hire responsible for building a North American commercial organization from ground up. This person will be responsible for developing and aligning the cross functional teams on the strategic business plan for the candidates in Krystal Biotech’s pipeline. The priority and initial focus will be on B-VEC for treatment of patients with dystrophic epidermal bullosa (DEB), a rare and debilitating disease with no current treatment options, with other pipeline candidates following.

Specific responsibilities include, but are not limited to:

- Build a sales and marketing organization to support the launch of B-VEC.
- Analyze qualitative and quantitative market data to generate a deeper understanding of the customer's needs, brand and disease issues and market potential including identifying target and emerging audiences, gaps in current data and to refine strategies. Develop and initiate market research to support strategic decision making.
- Create and communicate a competitive integrated business plan for B-VEC to enhance patient diagnosis, access, and adherence to treatment.
- As different teams are onboarded, coordinate the activities and resource planning of the Managed Markets, Market Research, Patient Advocacy, Sales, Marketing, and Medical groups to align the North American strategy and execution of the business plan.
- Develop and effectively communicate core branding, marketing messages and product positioning statements.
- Decide on the optimal promotion, digital and other vehicles to communicate brand and disease messages within organizational, regulatory and ethical boundaries.

- Build strong relationships with KOLs, patient advocacy groups, and key customers to identify customer needs and drive commercial development.
- Demonstrate a comprehensive and proficient understanding of indications of interest, current market dynamics and play a key role in decision making across the portfolio.
- Have a thorough understanding of the healthcare environment in North America and reimbursement issues related to orphan drugs.
- Lead cross-functional teams including Medical, Clinical, Regulatory, Market Access, Legal and Global Marketing to drive business decisions and projects.
- Respond and support the needs of internal and external customers. Consult proactively with key stakeholders to ensure proper pull-through of messaging and marketing campaigns and sharing best practices.
- Analyze data, metrics and key performance indicators (KPIs) to advise the field team, and cross functional leadership of progress or gaps to targets and goals.
- Oversee product demand forecasts to Manufacturing and provide business input to the operations plan regarding Fill-Finish, Packaging, and Materials Management.
- Manage brand marketing budget, individual project budgets and develop annual and long-range sales and expense forecasts. Advise on annual planning, priority setting and budget allocation. Monitors business results against stated objectives and initiates corrective actions.
- Manage, coordinate and serve as a role model and mentor to the product marketing teams and delegate/allocate work as required.
- Works independently as a leader and exercises considerable latitude in determining objectives and approaches to assignment with agreed objectives and scope.

The ideal candidate is/has:

- Bachelor's degree. Master's degree a plus.
- A minimum of 10+ years sales and marketing combined experience in the biotechnology, pharmaceutical or medical device industries; including 5+ years product management experience, preferably in U.S.
- Experienced manager of professionals and function teams
- Self-motivated, and highly energetic individual that will thrive in an entrepreneurial, fast paced environment and is results oriented.
- Excellent written and verbal communication skills. Ability to articulate and convey complex data and information concisely to internal and external stakeholders.
- Analytical and forward thinker with strong leadership skills.
- Ability to travel 20-30%.

All interested applicants are required to submit their CV/Resume and Cover Letter to jsuskin@krystalbio.com. Please note, applications submitted without resumes and cover letters will not be accepted.

Krystal Biotech, Inc. is an Equal Employment Opportunity and Affirmative Action Employers. Qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender perception or identity, national origin, age, marital status, protected veteran status, or disability status. Headhunters and recruitment agencies may not submit resumes/CVs through this Web site or directly to managers. Krystal Biotech, Inc. does not accept unsolicited headhunter and



agency resumes. Krystal Biotech, Inc. will not pay fees to any third-party agency or company that does not have a signed agreement with Krystal Biotech, Inc.