

Director Marketing (f/m/d)

for the site Starnberg (Percha), Germany

Would you like to make a valuable contribution to the health of patients? And do something really meaningful on your own responsibility? Then we look forward to hearing from you! Excellence beyond manufacturing - that's what we stand for as Aenova, one of the world's leading contract manufacturers and developers for the pharmaceutical industry with 4,000 employees at 15 sites. Our site in Starnberg is the headquarters of the Aenova Group.

Your key responsibilities

- Define and lead the global marketing strategy aligned with the company's growth ambitions and commercial priorities
- Translate business strategy into targeted marketing initiatives that expand global reach, build awareness, create qualified leads in priority markets and support revenue generation
- Strengthen and evolve the company's brand positioning as a leading CDMO partner
- Ensure consistent brand identity, value propositions, and messaging across all markets and customer touchpoints
- Conduct ongoing market and competitor analysis to identify trends, customer needs, and emerging opportunities in the global CDMO market
- Oversee digital channels including the Corporate website and social media platforms
- Define and execute a global events strategy including fairs and targeted customer events to support relationship building in strategic markets
- Lead and develop the marketing team, ensuring strong execution, clear performance metrics, and measurable contribution to commercial success

Your profile

- Bachelor's degree in Marketing, Business Administration, Life Sciences, or a related field; an MBA or other advanced degree is a plus
- Extensive experience in strategic marketing leadership roles, preferably within the pharmaceutical, healthcare, CDMO, or related B2B industries
- Proven ability to develop and execute marketing strategies that support commercial growth, strengthen market positioning, and contribute to pipeline generation
- Experience working with digital platforms, and CRM systems to support marketing effectiveness and commercial alignment
- Excellent strategic thinking and problem-solving skills, with the ability to translate business objectives into impactful marketing initiatives
- Strong communication and stakeholder management skills, with a confident presence when interacting with senior internal and external stakeholders
- Highly proactive and self-driven personality, capable of setting clear priorities and operating effectively in a fast-paced and complex organizational environment
- Fluent in English; German is an advantage

Your motivation

Are you looking for new challenges in a highly competitive environment? And you want to tackle them creatively and on your own

responsibility? Do you prefer a "get-it-done" culture and think in terms of solutions rather than problems? What are you waiting for? We would be happy to explain our corporate benefits in a personal conversation!

Apply now

If you have any questions, I - Melanie Rümmele / Human Resources - will be happy to help you: +49 151 57915557

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