

# Marketing PharmD Fellowship

novocure®

2-Year Post-Doctoral Fellowship program affiliated with Industry Pharmacists Organization

## ABOUT US

- Novocure is a global oncology company working to extend survival in some of the most aggressive forms of cancer worldwide.
- Novocure is committed to advancing the science of Tumor Treating Fields across a broad spectrum of solid tumors and bringing our treatment to cancer patients who can benefit from our therapy.
- Novocure has a growing commercial business:

from  
day one  
forward

17,000<sup>+</sup>

PATIENTS TREATED TO DATE

1000<sup>+</sup>

EMPLOYEES WORLDWIDE

4

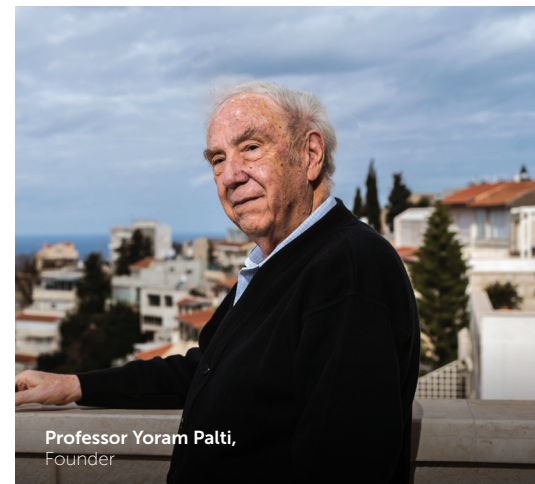
INDICATIONS IN  
LATE-STAGE PIPELINE

3

FDA APPROVED  
INDICATIONS

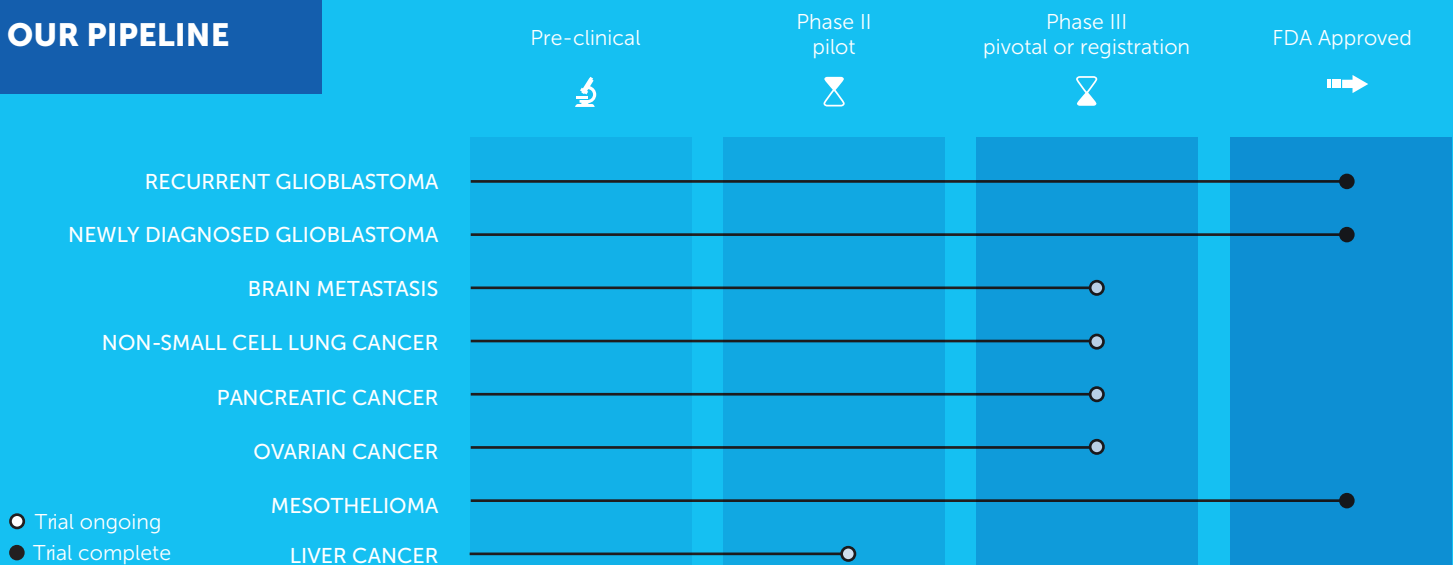
## OUR STORY

- Yoram Palti, our founder and professor emeritus of physiology and biophysics at the Technion - Israel institute of technology, sought to leverage his expertise in biophysics to develop a new way to treat solid tumor cancers that would destroy tumor cells while sparing healthy tissue and avoiding many of the life-altering side effects of existing cancer therapies. Palti's initial research from his basement laboratory has evolved to become an international oncology company with nearly 1000+ employees and operations in the U.S., Europe and Asia.



our values: **INNOVATION** **FOCUS** **DRIVE** **COURAGE** **TRUST** **EMPATHY**

## OUR PIPELINE



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- The PharmD Marketing Fellowship is a full-time, exempt, office-based position in **New York, NY**
- This is a **two-year opportunity** reporting to the Head of Product Strategy.
- The Marketing Fellow will gain hands-on knowledge with a fast-growing company and the medical device industry by working on projects in strategy and tactical execution, project management, brand communication, and business planning
- The Marketing Fellow will have the opportunity to **rotate within different areas of marketing** including, HCP Promotional Marketing, Patient Promotional Marketing, and Peer-to-Peer Marketing. Opportunities in departments such as Sales, Sales Training and Medical Affairs may be available based on business needs and interest.
- In addition, the Fellowship will be in collaboration with the **Industry Pharmacists Organization (IPhO)**.
  - Professional organization components:
    - IPhO Professional Development Projects
    - Organizational Leadership – Fellow will be a member of the IPhO National Fellows Council
    - Networking opportunities with fellows and professionals within other companies

## FELLOW 2020–2022

### Kayla Ojeda, PharmD

Graduated from: Philadelphia College of Pharmacy

Current area of rotation: Patient Promotional Marketing

“I decided to join Novocure’s Marketing Fellowship Program for a multitude of reasons but the top reason being the patient-forward message. Novocure’s dedication to their patients goes far beyond any expectation, and this is seen with every promotional material, every video, and every innovative idea. Patients are truly at the forefront of every decision and as a PharmD I knew this was the place for me.”

