



Job Description: Director DIA China

28 January 2010

About DIA, the Drug Information Association

Our Vision: DIA is the global forum for knowledge exchange that fosters innovation to raise the level of health and well being worldwide.

DIA is a professional association serving more than 30,000 professionals worldwide who are involved in the discovery, development, regulation, surveillance, or marketing of pharmaceuticals and other healthcare products. DIA is committed to the broad dissemination of information among its members, with continuously improved professional practice as the goal. DIA serves its members in a neutral, global environment that operates independent of the influence of any one organization or authority. DIA operates as a financially independent nonprofit organization that funds itself from meeting and membership fees. The voluntary efforts of DIA members and speakers allow DIA to provide programs and publications to members at a reasonable, competitive cost.

In 2008 DIA established the provisional Advisory Council for China (pACC), consisting of 25 high level professionals, chaired by Dr Ling Su. In October 2008 DIA opened its office in Beijing, China

The position

This new position aims to reinforce the development of DIA in China and to provide leadership to DIA's Staff as part of the strategic expansion of the current office operations.

The Director China is an employee of DIA based in Beijing. The position is to lead the development of DIA's long range plan for China and to execute against that plan, and is responsible and accountable for DIA's operations in China. Specific responsibilities include development of:

1. DIA's Annual Meeting, as well as the multiple Workshops and Training Programs
2. Significant DIA membership development in China
3. Building and enhancing strategic alliances of DIA in China
4. Supervising contracted staff in working on communication and office operations

The DIA Director will work with the pACC as well as staff at DIA China and WW headquarters. The Director will report to the DIA Executive Director or his designated Director for Asia.

Specific Goals and Responsibilities

1. **Strategic plan development:** Work with pACC, DIA Board of Directors and Executive Director; lead development and execution of strategic and business plan for DIA China.
2. **Program content development and management:** Oversee the development and manage DIA's China Annual Meeting and other workshops, training, webinars and collaborative programs in China.
3. **Membership:** drive recruitment and retention; expand valuable local member services



4. **Strategic alliances:** build and implement together with office staff, for example with
 - a. Associations e.g. China Pharmaceutical Associations (CPA) and RDPAC
 - b. Government / agencies, e.g., CCPIE of the SFDA
 - c. Universities, Academics such as Peking UniversityImplementation supports the industry members, exhibitors, and sponsors

5. **Communication:** Supervise DIA's contract staff in China; strengthen relations with all DIA staff to achieve efficient and effective communication, including
 - a. External Relations with Media, and the development of DIA Marketing
 - b. Internal communication in DIA by joining Directors meeting and with regular reporting to DIA and Kellen Company as contract partner
 - c. Meetings and Office operations

Profile of the candidate

1. Senior Management Responsibility
 - a. Has over 10 years experience in international companies or organizations
 - b. Has proven leadership experience in managing a team of 5 or more
 - c. Can drive a big picture development but is equally hands-on
 - d. Excellent communications and networking skills; pro-active outreach

2. Professional and Industry Background
 - a. Mostly from a Drugs and/or Food industry background
 - b. 3-5 years experience in that / these industries
 - c. University level degree in China and /or abroad

3. International Experience
 - a. Worked in Multinational Company; foreign owned organization
 - b. Fluent in English and Chinese languages

4. Experience in / with Non-profit / Associations
 - a. Soft skills handling government relations, alliances, outreach
 - b. Understanding of and experience with program management for Workshops, Training Programs or Conferences
 - c. Direct or indirect experience with or in non-profit understanding China / International Associations

Information

*Please submit your candidacy to the following email address by 16 February 2010:
awestgeest@kellencompany.com*

Alfons Westgeest is a Group Vice President of the Kellen Company's office in Beijing. He will send confirmation of receipt and take direct contact with candidates. Candidate names and profiles will remain confidential to Alfons Westgeest, DIA's Executive Staff selection committee and DIA China Chairman, Dr Ling Su.

Additional information may be provided to pre-selected candidates by 22 February. Interviews may be held between 24 and 27 February 2010.

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