

Executive Commercial Operations Organization Structure Landscape

Is your organization structured for success?

Background

TGaS Advisors has released our **Executive Commercial Operations Organization Structure Landscape**, which explores Commercial Operations department organizational models and how they are evolving. The extent to which commercial operations enabling functions are structured in global biopharma companies has varied over the past decade and continues to evolve as the industry changes. Commercial operations responsibilities typically include commercial analytics and insights, marketing operations, field operations, learning and development and omnichannel digital marketing functions and processes enabling the enterprise. Within the past several years, due to some firms downsizing, TGaS Advisors observed a move away from centralization toward dispersing and embedding commercial operations functions into a marketing, sales and market access aligned model.

Focus Areas of the Research

- » Commercial Operations department organizational models & how they are evolving
- » Overall leadership team structure, responsibilities, titles and levels
- » Reporting, business alignment and workload drivers
- » Prevalence of U.S. (regional) vs global department responsibilities
- » Differences between large tier (Top 25) and mid tier companies
- » Pros and cons of regional vs global structures
- » Sample organizational structures outlining operation models

Landscape Topics



Commercial Operations Department Models



Leadership Team Structure, Responsibilities, Titles and Levels



Reporting, Business Alignment and Workload drivers



Regional vs Global Structures

About TGaS Advisors

TGaS Advisors, a division of Trinity Life Sciences is the leading benchmarking and advisory services firm for commercial organizations in the life sciences industry. With a roster of large, emerging and precommercial life sciences companies, TGaS provides robust comparative intelligence and collaborative network membership services. The team includes more than 50 experienced professionals, most with senior-level experience in the life sciences and related industries.