

Customer Engagement Director

Job ID
REQ-10033951
Jan 10, 2025
Finland

Summary

Location: Finland, Hybrid (both field and office based) The Customer Engagement Director (CED) leads Healthcare Managers (HCM) and is accountable for the national Customer Engagement tactics and brand performance, with a focus on ensuring the HCMs deliver outstanding engagement with key healthcare professionals (HCPs) and decision-makers across therapeutic indications. Responsible for driving account planning and execution, optimizing resources, aligning the commercial and medical tactics covered by the HCM role, and ensuring that all engagements are coherent, impactful, and responsive to evolving healthcare needs. This role is pivotal in ensuring consistent training, coaching, and maximized resource efficiency to achieve performance targets for key priority brands. The position reports to the Country Manager of Finland.

About the Role

Your Key Responsibilities:

Your responsibilities include, but not limited to:

- **Accountable for Brand Performance:** Lead the execution of engagement tactics to drive performance targets across all therapeutic indications, ensuring consistency and coherence in HCP interactions. Take responsibility and actively contribute to strategic decisions in the Country Leadership Team (LT), aligning brand performance goals with broader business objectives.
- **Resource Optimization and Agile Deployment:** Manage and allocate resources across designated therapeutic area or areas, ensuring that HCMs deliver impactful, multi-dimensional product and therapeutic area knowledge in every engagement. Engage with the LT to optimize resource deployment strategies, balancing tactical execution with long-term strategic direction.
- **Team Development and Capability Building:** Train, coach, and develop the Customer Engagement team, focusing on delivering performance targets and building deep scientific product and therapeutic area (TA) knowledge.
- **Lead continuous improvements in engagement skills and product expertise to enhance HCP experience.** Ensure talent acquisition, succession planning, and a development mindset within the organization, while rigorously role model and foster an unbossed, inspired culture locally.
- **Cross-Functional Collaboration:** Work closely with the other customer facing roles in medical, value & access as well as partnership to deepen the understanding of the healthcare ecosystem. Ensure collaboration with local cross-functional teams to secure tactic implementation.
- **Stakeholder Relationship Management:** Collaborate with decision-makers at key accounts (hospitals and national or regional guideline/recommendation makers), fostering a unified brand narrative that aligns with regional and national healthcare priorities.
- **Compliance and Best Practice Leadership:** Ensure all customer engagement activities comply with applicable healthcare regulations and company policies, maintaining the highest ethical standards in HCP

interactions.

- Report technical complaints /adverse events /special case scenarios related to Novartis products within 24 hours of receipt.

Essential Requirements:

- Education: Master's or Bachelor's degree in Natural Science and/or Business/Economics
- Min. 5+ years of diverse experience across sales and medical and/or marketing and/or customer management.
- Proficient Finnish and English, both written and spoken.
- Previous experience with leading a team of people.
- Understanding over the Finnish healthcare system.
- Analytical skills, collaborative and excellent communication skills.
- Solid track record of driving sales growth and exceed targets through innovative sales activities.
- Ability to understand the changing dynamics of the pharmaceutical industry and broad market & competitor knowledge.

Desirable Requirements:

- Experience across different therapeutic areas.

Why Novartis: Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other.

Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together?

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Division

International

Business Unit

Innovative Medicines

Location

Finland

Site

Espoo

Company / Legal Entity

FI02 (FCRS = FI002) Novartis Finland Oy

Functional Area

Sales

Job Type

Full time

Employment Type

Regular

Shift Work

No

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