

ED, Integrated Field Targeting and NBA (Next Best Actions)

Job ID
REQ-10043985
Mar 17, 2025
USA

Summary

Location: East Hanover

The Insights and Decision Science (IDS) team is dedicated to enabling improved decision-making at Novartis by leveraging data and advanced analytics capabilities to generate actionable insights that drive business growth. We collaborate closely with the US business, bringing insights and challenging ideas to empower smarter, data-driven decision-making. Reporting into the VP, Head of Integrated Field Insights and Analytics, this role is crucial in shaping the strategic direction of customer engagement and market penetration.

By leveraging data-driven insights and a deep understanding of the healthcare ecosystem, the Executive Director, Integrated Field Targeting and Next Best Action (NBA) ensures that the field force is equipped with the necessary tools and information to effectively engage with key stakeholders. This role is instrumental in driving the company's growth by aligning targeting efforts with market access opportunities and evolving healthcare trends. The ED, Integrated Field Targeting and NBA works in partnership with other senior leads across the IDS team, both within the Integrated Field Insights & Analytics team and in other pillars in the organization

Novartis seeks an individual with extensive experience in strategic leadership and customer engagement within the pharmaceutical or healthcare industry. This role requires a deep understanding of customer targeting strategies and the ability to align these with broader organizational goals. The candidate should have a proven track record of leading and guiding teams in identifying and prioritizing customers and assessing patient growth opportunities. Experience in reviewing, enhancing targeting methods, and implementing Next Best Action models is crucial for driving engagement and achieving business objectives.

About the Role

Key Responsibilities:

- Establish, maintain and improve customer (HCP & Account) targeting strategy for all Novartis field teams, ensuring they are aligned with the organization's broader strategic goals
- Review and improve overall targeting methods, working to identify and propagate the most up-to-date, effective and efficient approaches within the team
- Provide high-level review and approval on prioritization of accounts / HCPs for field force engagement based on various factors like reimbursement trends, access positioning, network influence, historic

responsiveness, brand strategy, competitive pressure, in-depth understanding of the local healthcare ecosystem, etc.

- Gain a clear understanding of all cross-functional roles and foster effective collaboration to address specific account and HCP needs while also adhering to compliance guidelines.
- Provide strategic leadership in devising the call plan for accounts / HCP to balance workload across field force, while also catering to each account stakeholder's unique needs and business objectives
- Run quarterly Targeting & Field NBA review & approval process involving all key stakeholders including final signoff from Field Force Functional leader
- Partner closely with CRM & Field Operations teams to ensure Targeting & Field NBA are successfully implemented in downstream systems
- Deliver launch Targeting & Field NBA ahead of disease state education as well as product approval leveraging best practices from IDS Launch Insights & Analytics team
- Oversee implementation of Next Best Action models across core field functions to drive better engagement with patients and HCPs
- Coordinate with IDS Marketing Analytics teams to ensure Marketing & Field NBAs provide coordinated customer experience
- Ensure coordinated Targeting & NBA strategy across all Field functions for a specific Brand / TA driving better customer experience
- Partner closely with IDS AI / Data Science team on development of Next Best Action Decision Engine
- Ensure feedback mechanisms to gather insights from the field force allowing for continuous improvement in Targeting & NBA

What You'll Bring to the Role:

Education: Bachelor's degree in related field is required; Master of Science and/or MBA preferred

Essential Requirements:

- Advanced degree in Business Administration, Data Science, Analytics, or a related field
- 10+ years of experience in customer prioritization, analytics, or strategic planning within the pharmaceutical or healthcare industry
- Proven track record of developing and implementing strategic goals and targets for large field teams
- Strong leadership skills with the ability to inspire and guide cross-functional teams towards achieving strategic objectives
- Excellent analytical skills, with the ability to interpret complex data and translate insights into actionable strategies
- Experience in collaborating with senior leadership to align field goals with broader business objectives
- Strong understanding of market dynamics, competitive landscape, and industry trends in pharmaceuticals
- Exceptional communication and interpersonal skills, with the ability to effectively liaise between field teams and senior management
- Demonstrated ability to foster a culture of continuous improvement and data-driven decision-making
- Proficiency in using advanced analytics tools and technologies to support goal setting and performance evaluation

Novartis Compensation and Benefit Summary: The pay range for this position at commencement of employment is expected to be between \$204,400.00 and \$379,600.00/year; however, while salary ranges are effective from 1/1/25 through 12/31/25, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an “at-will position” and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

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? <https://www.novartis.com/about/strategy/people-and-culture>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: <https://talentnetwork.novartis.com/network>

Benefits and Rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

EEO Statement:

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Accessibility & Reasonable Accommodations

The Novartis Group of Companies are committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the application process, or to perform the essential functions of a position, please send an e-mail to us.reasonableaccommodations@novartis.com or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Division

US

Business Unit

Universal Hierarchy Node

Location

USA

State

New Jersey

Site

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Marketing
Job Type
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