

# Sr. Strategy Manager

Job ID  
REQ-10044232  
Mar 12, 2025  
Taiwan

## Summary

Develop and implement integrated brand/s plans for assigned product(s)'s to achieve market share and sales targets. Lead and collaborate closely with cross-functions to ensure full accountability for strategic and operational plans and solutions, which optimize profitability, market share and revenue growth for the assigned brand portfolio in the short and long term.

## About the Role

### Major accountabilities:

- Launch strategy & planning: Develop pre-launch and new launch strategy and integrated plans aligned with brand and business strategy, incorporating external insights on market, patient and HCPs. Understands the critical levers for brand success in major markets, including access opportunities, challenges and alternate funding strategies.
- New launch execution: Lead and drive the execution of new launch strategy and integrated plans through seamless project execution, monitoring and problem resolution.
- Launch performance: Deliver successful launch performance through: (1) P&L management: Manage finance, budgets, and launch resources. (2) Cross-functional team leadership: Lead and engage a cross-function team (Commercial, Medical, Value & Access, Business Execution, Finance, Development, Regulatory Affairs, Public Affairs) to achieve collective impact.
- External stakeholder management: Create meaningful and trustful partnerships with external stakeholders through strong engagement to ensure customer focused outcomes
- Ethics, Compliance & Risk management: Ensure accountability and compliance with relevant internal and external governance processes related to the brand.

### Key performance indicators:

- Team readiness as per launch-plan and milestone
- Achieve pre-launch milestones on awareness and acceptance and launch timelines as per international expectations (LRRs)
- Timely implementation of pre-launch, launch and post-launch plans
- Customer advocacy & awareness of an acceptable level

### Minimum Requirements:

#### Work Experience and Knowledge:

- Launch experience: Strong track record in driving successful launches.
- Execution & Project Management: Plans, aligns resources and leads a project with clear focus and sense

of urgency to achieve clear impact and results.

- Cross-functional team leadership: Proven experience in leading cross-functional teams and driving performance in a complex environment.
- Performance track record: Results-oriented, high performer under high pressure with strong business impact consistently in previous years.

#### **Desired Differentiators:**

- Strategy and planning: Develop, lead and execute innovative and impactful strategies with clear business outcomes.
- Disease area knowledge: Deep understanding of the scientific and commercial aspects of the brand and can effectively incorporate this knowledge in launch strategy and stakeholder engagement.
- Internal / External ecosystem knowledge: deep understanding and experience working with key stakeholders (internal & external), regulatory frameworks, while navigating the external landscape and business environment.
- Experience in disruptive and innovative access (out-of-pocket) approach while navigating flawlessly in the reimbursement systems
- Innovative approaches in both digital and traditional marketing channels to engage physicians and empower patients to take action
- Experience in consumer health marketing with strong track record will also be considered

#### **Competencies and Behaviors:**

- Influential Leadership to Deliver Collective Impact: Engage, develop, and effectively leads cross functional teams, multi- stakeholder collaboration and successfully influences across the matrix with an enterprise mindset.
- Thinks Strategically and Connects the Dots: Identifies opportunities and translates them into strategies and execution plans by applying holistic and systems thinking with relevant external insights.
- Smart Risk Taking: Bold and innovative, takes courageous and calculated risks to unlock new possibilities, opportunities and drive new ways of thinking.
- Agility and Resilience: High learning agility across different environments and subject matters; adapts quickly in ambiguity demonstrating a strong 'can do spirit' during challenging situations.
- Growth Mindset: Self-aware, open and curious. Applies learning from own and others' successes and failures, reflects and seeks feedback to take needed actions.
- Impactful communication / Storytelling: Inspire and spark engagement and commitment through effective communication and storytelling

#### **Languages :**

- Mandarin, English

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Division

International

Business Unit

Innovative Medicines

Location

Taiwan

Site

Taipei

Company / Legal Entity

TW03 (FCRS = TW003) Novartis (Taiwan) Co. Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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