

Exec Dir, Integrated Insights

Job ID
REQ-10044815
Mar 31, 2025
Switzerland

Summary

The Executive Director, Integrated Insights will lead the Integrated Insights for a dedicated TA. Act as a Strategic Partner to TA Leadership team. Own Integrated Insights Planning (co-define KBQs) of the TA level. Generate deep insights than enable sound TA & priority assets strategy design and execution.

About the Role

Key Responsibilities:

- Design and execute TA integrated insights strategy
- Provide pro-active, thought leadership on integrated insights to enable TA strategy design and execution. Provide strategic guidance relating to insight generation for TAs priority brands and or disease areas
- Play a key role in insight generation and interpretation for priority BD&L & M&A opportunities
- Build capability to consistently monitor strategic alignment with priority markets and executional success while generating insights and suggestions to course correct where required
- Establish approaches to comprehensively understand patient & customer journeys, including deep human understanding (i.e., behavior science)
- Maintain disease area and patient models based on the actual data and anticipated market changes (e.g., clinical practice, innovation) to enable country and analytics
- Act as an extended member of the TA leadership team with authority to challenge KBQs and feed Insights into TA/asset strategies
- Foster collaboration, customer centric solution design within Integrated Insights team and other teams (i.e., US Insights, CE&E)
- Ensure application of best practices generated by Integrated Insights into TA
- Collaborate with TA to define KBQ in line with IPS and other TA Strategy Processes. Integrate TA relevant insights across Access, Medical, Patient Engagement, Development & Research

Essential requirements:

- Strong strategic, analytical and data insights capabilities, with deep and broad expertise within I&A covering Business Analytics, Primary & Secondary Market Research, Competitive Intelligence and Forecasting
- Proven ability to create vision & purpose, and translate strategy to applicable tactics
- Extensive experience with demonstrated deep commercial savviness in pharma industry, or functional expertise and leadership in innovative research & insights, deep marketing understanding.
- Experience working cross-functionally and cross-geography and exposure to senior business leadership. Significant account management experience at executive-level, and business case management

experience

- Ability to understand and apply industry-leading market research methodologies and ability synthesize into deep, integrated insights
- Ability to establish credibility and influence across a range of diverse stakeholders in a matrix organization
- Able to build and develop high-performing teams to take accountability and make decisions. Competitive and entrepreneurial mindset with proven track record of fostering innovation
- Experience in developing and executing “Best in Class” processes at scale. Successfully leveraging digital innovation to improve business outcomes and maximize customer value

Desirable requirements:

- International Healthcare Experience (Healthcare systems, data understanding, i.e., patient- and HCP-level data). Significant above-country experience (Global / Regional) or multi-country experience
- Deep TA relevant knowledge (trends, key customer groups, DAs, competitor landscape etc.). Valued for patient-centric mindset and passion for delivering personalized patient care. Confidently lead and define a new organization’s structure and ways of working

Location: This role is based in Basel, Switzerland.

Benefits: Read our handbook to learn about all the ways we’ll help you thrive personally and professionally: [Novartis Life Handbook](#)

Commitment to Diversity & Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to all individuals. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to receive more detailed information about the essential functions of a position, please send an e-mail to inclusion.switzerland@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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>

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Division
International
Business Unit
Innovative Medicines

Location
Switzerland
Site
Basel (City)
Company / Legal Entity
C028 (FCRS = CH028) Novartis Pharma AG
Functional Area
Marketing
Job Type
Full time
Employment Type
Regular
Shift Work
No
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