

Strategy Manager

Job ID
REQ-10044862
Mar 18, 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 account-ability 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:

- Develop and implement integrated brand/s plans for assigned product(s)'s to achieve market share and sales targets.
- Analyze relevant industry trends and competitor activities, as well as growth opportunities; translate market intelligence into brand strategies and programs; leverage disease and market knowledge to gain customer insights through the use of appropriate tools and techniques both of the brand as well as competitors.
- Generate brand specific insights through understanding of local key stakeholders mapped and patient journey and brand impact on the medical society; Able to integrate insights to identify gaps and opportunities and translate then to effective and innovative solutions.
- Work collaboratively with business intelligence function to define and shape appropriate market research plans to gather required data and insights.
- Utilize insights from the cross-functional team, market research and competitor intelligence to develop and implement strategic and operational plans.
- Responsible for manage brand budgets including planning, forecasting, spending, optimization and evaluation of cost effectiveness opportunities.
- Communicate effectively with commercial team to ensure the strategy execution, alignment, and partner with cross-functional team (including patient access, Medical, KAM, etc.) to optimize product performance and adjust plans accordingly.
- Lead and collaborate with cross-functional team, provide an ongoing feedback and directions to create positive impact and drive the business. Leverage the team's knowledge, skill set and competencies to deliver the right solution to the right patient.
- Build network with cross-country colleagues to exchange knowledge and share best practices
- Manage effective agency partnerships; Work with partnership companies to ensure that positioning and messaging is aligned across companies.
- Engages in a continuous learning journey with KOLs to develop advocacy, identify current and future opportunities and insights
- Be recognized as the expert of TA owner by developing and continuously updating knowledge on

therapy, products, competitors and market.

- Coordinate with the supply chain to plan stock levels and distribution

Ethics and Compliance

- Contribute proactively to build a credible image and positive reputation for Novartis
- Work within any given legal framework, Novartis Ethics and Compliance policies

Key performance indicators:

- Market share & market share growth.
- Performance management and employee relations, feedback, meetings, surveys (i.e. Field Force, Marketing capabilities, Global Marketing, Medical Department, Regulatory Department)
- Ensure full compliance to all regulatory requirements

Minimum Requirements:

Work Experience:

- +3 years marketing experiences in developing solid brand plan and being familiar with reimbursed and out of pocket business operations.
- Strong in driving execution, and analyzing data to identify opportunity under severe competitions
- good at communication in multiple stakeholders internal and external
- Project excellence: able to demonstrate good leadership in leading, collaborating with cross functions and driving results with proven record
- Being agile to change, purpose-driven, willing to support others' success

Skills:

- Agility.
- Asset Management.
- Commercial Excellence.
- Cross-Functional Collaboration.
- Customer Orientation.
- Digital Marketing.
- Influencing Skills.
- Marketing Strategy.
- Product Life cycle Management
- Portfolio management
- Stakeholder Engagement.
- Strategic Partnerships.

Languages :

- Mandarin, English fluency

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

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

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