

# Director, Behavioral Science

Job ID  
REQ-10047095  
Apr 02, 2025  
USA

## Summary

The location for this role is East Hanover, NJ.

## About the Role

### Key Responsibilities:

- Identify the fundamental behavioral science principles underlying HCP behavior to reveal drivers of adoption of Novartis treatments and enable development of solutions (e.g., tailored educational materials)
- Determine the core behavioral science principles that influence patient behavior (e.g., treatment decisions, adherence) to shape marketing and outreach strategies
- Identify human insights that provide opportunity for influencing HCP and patient behavior, with insights tailored for each function
- Analyze social determinants of health to identify key barriers to diagnosis and treatment, focusing on patient populations who are disproportionately impacted by these factors
- Analyze field-based ethnography study data to gather customer insights and shape go-to-market model
- Drive collaboration with Patient & Provider I&A and Market Research, and other NVS stakeholder teams to assess unique features of patient / provider cohorts using primary and secondary data and key analytical capabilities like segmentation, etc. to provide actionable insights to support engagement strategies

Novartis seeks an individual with extensive experience in the pharmaceutical or healthcare industry, with a strong understanding of HCP and patient behaviors. This individual should have a proven track record in developing and leveraging human insights to inform strategic initiatives, marketing, and outreach efforts. A strong analytical background is essential, with the ability to analyze complex datasets and derive actionable insights

### Education:

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

### Essential Requirements:

- A minimum of 8 years of experience in the pharmaceutical or healthcare industry, with a deep

understanding of healthcare provider and patient behaviors, as well as market dynamics

- Extensive experience in applying behavioral science principles within the pharmaceutical or healthcare industry with a proven track record of identifying and leveraging behavioral insights to drive strategic decision-making and enhance treatment adoption.
- Strong analytical skills with experience in conducting ethnographic studies and analyzing social determinants of health.
- Excellent communication and presentation skills, with the ability to convey complex insights to diverse audiences and experience in collaborating with cross-functional teams, including Market Research and Patient & Provider Insights & Analytics.
- Proficiency in using advanced analytical tools and methodologies for data segmentation and insight generation with understanding of healthcare professional and patient behavior dynamics, including treatment decisions and adherence.
- Ability to develop and implement innovative strategies that address barriers to diagnosis and treatment.
- Strong leadership skills with experience managing projects and influencing stakeholders across various functions.

#### **Novartis Compensation and Benefit Summary:**

The pay range for this position at commencement of employment is expected to be between \$185,500.00 - \$344,500.00 per year; however, while salary ranges are effective from 1/1/24 through 12/31/24, 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>

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Division

US

Business Unit

Universal Hierarchy Node

Location

USA

State

New Jersey

Site

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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