

AD, Integrated Field Deployment and GTM Analytics (1 of 5)

Job ID
REQ-10047129
May 06, 2025
USA

Summary

This position will be located at the East Hanover, NJ location and will not have the ability to be located remotely.

1 of 5 positions

About the Role

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 Dir, Integrated Field Deployment and GTM Analytics, this role is crucial in executing brand-level evaluations and analyses that empower field teams to achieve strategic objectives and enhance their performance.

In this role, you will be instrumental in conducting comprehensive analyses and providing insights that support field operations across various functions. By identifying key drivers of success and areas for improvement, you will contribute to optimizing field strategies and ensuring efficient territory coverage. Your work will align with the broader goals of the IDS team, fostering a culture of data-driven excellence and innovation that propels Novartis towards its mission of improving patient outcomes through strategic insights and effective field deployment.

Key Responsibilities:

- Execute a systematic, comprehensive evaluation of the effectiveness (performance) for Novartis field teams at the brand level, ensuring they are empowered to achieve the organization's strategic goals
- Analyze the results of internal field force studies and surveys to uncover key pain points and drivers of success
- Conduct brand-level analyses (e.g., NBRx, TRx, SF, HCP prescribing activity, NVS/competitor share, key trends)
- Provide analytics on KOL engagement / field force activity to support field teams in a given function (Medical, NPS, Access, CE)

- Analyze the sample shipment and utilization data to support decision-making for sample distribution at HCP and account level
- Analyze field force adherence to internal tool (e.g., NBA / decision engine) recommendations (e.g., HCP prioritization, call plans, follow-ups), comparing performance of high vs low adopters
- Identify opportunities to optimize routes and schedules, ensuring efficient coverage of territories and maximizing time spent with customers

Novartis seeks an individual with extensive experience in the pharmaceutical or healthcare industry, with a strong focus on product launches and business development. This individual should have a proven track record of leading and managing high-performing teams, with a focus on driving strategic initiatives and achieving business objectives. A strong analytical background is essential, with the ability to analyze complex datasets and derive actionable insights.

Essential Requirements:

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

- A Minimum of 6 years of experience in the pharmaceutical or healthcare industry, with a deep understanding of product launches
- Significant experience in analytics, data science, or a related field within the pharmaceutical or healthcare industry. Proven ability to execute brand-level evaluations and provide actionable insights that drive strategic decision-making.
- Excellent communication skills, with the ability to present insights and recommendations to various stakeholders.
- Experience with analytics tools and software, such as SQL, Python, R, or similar. Strong analytical skills with experience in conducting comprehensive data analyses and interpreting complex datasets.
- Understanding of the pharmaceutical market, including key trends and competitive dynamics.
- Ability to work collaboratively with cross-functional teams, including Medical, NPS, Access, and Commercial functions.
- Strong problem-solving skills and a proactive approach to identifying opportunities for improvement.
- Experience in optimizing field operations and territory management to enhance efficiency and effectiveness.

The pay range for this position at commencement of employment is expected to be between \$152,600.00 and \$283,400.00 a 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:

The Novartis Group of Companies are Equal Opportunity Employers. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status.

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

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

[Apply to Job](#)

Job ID
REQ-10047129

AD, Integrated Field Deployment and GTM Analytics (1 of 5)

[Apply to Job](#)

Source URL: <https://prod1.novartis.com/careers/career-search/job/details/req-10047129-ad-integrated-field-deployment-and-gtm-analytics-1-5>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. <https://www.novartis.com/careers/benefits-rewards>
4. <mailto:us.reasonableaccommodations@novartis.com>
5. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/East-Hanover/AD--Integrated-Field-Deployment-and-GTM-Analytics--1-of-5-_REQ-10047129-1
6. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/East-Hanover/AD--Integrated-Field-Deployment-and-GTM-Analytics--1-of-5-_REQ-10047129-1