

KAM, Tendering & Establ. Brands Lead

Job ID
REQ-10049242
Apr 22, 2025
Belgium

Summary

The KAM & Established Brands Lead is responsible for strategic key account management at a national level, managing relationships with accountsto enable fast patient accessand optimized patient journey. Being responsible for customer engagement and high-level stakeholder management and activities in national key accounts, the role fosters and extends the relationships and support in achieving and accelerating the priority brand sales targets. This role will also be responsible for defining and developing BD&Lopportunities.

About the Role

Major accountabilities:

- Drive Priority Brands through insights gained with local BeLux Hospital Pharmacists and Hospital Management to prepare launch successes and in market performance.
- Drive rigorous strategic key account management process across all TAs providing insights and collaborate closely with Marketing, FLMs and Medical TA Heads and Customer solutions for alignment on integrated strategy and objectives across all portfolio/ brand levels.
- Build and deliver a commercial policy for Established Brands impacted by (future) LoE with compliant process on rebates options by brand.
- Strategically define, develop and or / co-create BD&L opportunities in line with Region Europe and in global collaboration.
- Establishes and develops long term relationships with key stakeholders and acquires a thorough understanding of key customer needs & requirements. Strategic customer engagement requires to act as C-Suite leader and SPOC responsible to cover allHospital Pharmacy Heads, Finance Directors, CEOs, Digitalization SPOCs & some Department Heads (Doctors).
- Create and deploy a Integrated Account Plan process & philosophy accross the organization, identify synergies and opportunities at account level with a cross-TA approach.
- Ensure the Financial Annual Review of the accounts to determine analysis, future potential and benefit-based programs required for the accounts.
- Leads the KAM team in analyzing market situation including key systemic trends and competitive intelligence on key accounts. Coach on deep understanding challenges with respect to patient access and patient care.
- Ensure overall KAM team and other field functions (if necessary) are trained on public procurement and anti trust legal framework + internal compliance guidelines and apply them.
- Be a contributing member of the BE&E Leadership Team in the building of a high-performing team.

Key performance indicators:

- Sales revenue and revenue growth in assigned accounts -Portfolio and strategic customer development

Minimum Requirements:**Work Experience:**

- Strong customer orientation.
- Strong cross functional leadership.
- Significant account management experience.
- Experience in tender management

Skills:

- Experience working with/ leading regional & local commercial, medical and access teams.
- Strong business acumen.
- Proven ability to build trust-based relationships allowing for strong levels of challenge.
- Communication and collaboration skills and proven ability to work across teams.
- Proven ability to drive business growth.
- Ability to manage multiple competing priorities to deliver on time and in budget.
- Demonstrates a customer-focused mindset and brings disease area experience.
- Ability to deal with ambiguity and flexibility to adapt to changing conditions.
- Mastering public procurement rules, local commercial regulation.

Languages :

- English
- French OR Flemish fluent

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Division

International

Business Unit

Universal Hierarchy Node

Location

Belgium

Site

Vilvoorde

Company / Legal Entity

BE03 (FCRS = BE003) Novartis Pharma nv-sa

Functional Area

Sales

Job Type

Full time

Employment Type

Regular

Shift Work

No

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