

# Launch Excellence Lead

Job ID

REQ-10051213

May 08, 2025

Netherlands

## Summary

In the coming 3 years, Novartis aims to bring 5-7 New Molecular Entities (NMEs) to underserved patients suffering from various diseases in The Netherlands. The Launch Excellence Lead (LEL) will lead and develop a high-performing team of 3 Launch Excellence Managers. These early commercial/marketing leads drive, together with a cross-functional team, the launch strategy for our top priority late-stage pipeline assets in the Dutch market. By doing so, the Launch Excellence Team shapes disease markets, builds strong multi key stakeholder relationships and prepares for best-in-industry launches in a challenging Healthcare system landscape. The LEL will also align with international stakeholders and will adjust international strategies locally to secure best in class launches in the Netherlands.

## About the Role

### Major accountabilities:

- Successfully lead and develop the Launch Excellence Team, managing all people management-related processes (recruiting, performance management, coaching)
- Identifying and building key capabilities, properly develop assigned people/talents, enabling them to excel
- Take the right decisions on allocation of people and resources, in close collaboration with the Pipeline Strategy Manager, Medical Affairs colleagues and the NL Leadership team
- Set and monitor governance in early launch teams
- Lead and strategize on the optimal roll-out of Go-to-Market models for the Netherlands
- Drive robust analysis and in depth insights of the commercial opportunity (Pop2Sales) for assets allocated to the Launch Excellence Team
- Establish trust with local stakeholders to discuss the patient's unmet needs & the need to raise the bar for innovative treatments
- In close alignment and dialogue with cross functional colleagues national and internationally and commercial TA heads, maximize launch readiness for priority pipeline assets
- Drive and oversee the process of Launch Readiness Reviews, the development of integrated launch strategies and roll-out of tactical plans for priority assets, with clear milestones and deliverables
- As per business needs, perform launch-related tasks (self)
- Ensure Launch-related activities and processes meet and exceed standards set by the Cluster, Regional and International organization

### Key performance indicators:

In compliance with local functional business requirements:

- Ramping up resources & activities in the Netherlands at the right time, the right scale and with the right focus
- Strategies in place to scale up awareness and advocacy around our priority late-stage pipeline assets
- Launch readiness reviews with EU and NL leadership team considered best-in-class
- Uptake in the first 6 months of launches exceeding historical and /or relevant competitor benchmarks
- Obtain excellent scores in people-manager and team surveys (GLINT)

#### **Minimum Requirements:**

- Language: Dutch and English fluent spoken & written

#### **Work Experience:**

- At least 8 years of relevant work experience in the pharmaceutical industry, preferably with product launches
- Proven track record of leading people
- Proven track record of navigating complex internal and external Healthcare landscapes
- Experience with development of strategies and re-shaping/building new disease markets
- In-depth knowledge and understanding of the Dutch healthcare landscape and solid experience with customer engagement
- Experience with sales forecasting and financial work
- Experience in different functions (access, medical, commercial,...) is a plus

#### **Skills:**

**Strategic and agile mindset**

**Strong (internal and external) network skills**

**Strong knowledge of Health Care system landscape in NL**

**Advanced coaching and people-leading skills**

**Advanced organizational skills**

**Business acumen**

**Demonstrated flexibility and work-agility**

**Demonstrated motivational skills**

**Excellent analytic and digital skills**

**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?

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Division

International

Business Unit

Innovative Medicines

Location

Netherlands

Site

Amsterdam

Company / Legal Entity

NL08 (FCRS = NL008) Novartis Pharma NL

Functional Area

Market Access

Job Type

Full time

Employment Type

Regular

Shift Work

No

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