

Insights Manager

Job ID
REQ-10051909
May 13, 2025
Switzerland

Summary

Location: Rotkreuz, Switzerland #LI-Hybrid

Purpose of the role:

This role of Insights Manager goes beyond reporting numbers—translating complex data into meaningful, actionable insights that drive strategic decision-making, optimize brand performance, and refine customer engagement strategies. By integrating multiple data sources, they ensure a holistic view of the business, seeing beyond the numbers to uncover deeper commercial implications and emerging opportunities.

The Insights Manager proactively identifies opportunities to enhance analytical capabilities, leveraging AI-driven insights and advanced analytics to support brand and therapeutic area strategies. The role is responsible for developing predictive models, monitoring launch performance, and providing early indicators of market shifts, ensuring commercial excellence through data-driven decision-making. Additionally, they manage analytics reporting, oversee third-party analytics vendors, and collaborate with Customer Insights and Engagement Manager to merge market intelligence with field performance data.

Beyond insights generation, the role also ensures the integrity, accuracy, and governance of analytics platforms, overseeing data infrastructure, pipelines, and BI tools to enable seamless and secure data flow. They drive the adoption of emerging technologies, pilot AI-driven solutions, and implement machine learning models that enhance strategic and operational decision-making. While overseeing the Hyderabad team's operations, they retain full ownership of AI and analytics strategy, ensuring scalable and impactful solutions for the business.

This role is part of the Business Excellence & Execution team and reports directly into the Lead AI & Customer Excellence.

About the Role

Major Accountabilities

The ideal Insights Manager candidate is a strategic thinker with a strong analytical mindset who can see beyond the numbers to uncover actionable business insights. The candidate possess a blend of technical expertise, commercial acumen, and leadership skills to drive advanced analytics, optimize data infrastructure, and translate complex datasets into meaningful recommendations that influence business decisions.

Strategic Insights & Decision Support

- Go beyond reporting numbers—translate complex data into meaningful, actionable insights that drive

- strategic decision-making, optimize brand performance, and refine customer engagement strategies.
- Proactively identify opportunities to enhance analytical capabilities, leveraging AI-driven insights and advanced analytics to support brand and therapeutic area strategies.
- Provide a holistic, integrated view of the business by merging multiple data sources, uncovering deeper commercial implications, and identifying emerging market opportunities.
- Develop predictive models to anticipate market shifts, HCP engagement trends, and sales performance, supporting commercial excellence initiatives.

Performance Monitoring & Market Intelligence

- Analyze market trends, competitor movements, and brand performance within the assigned TA, ensuring insights are leveraged to optimize brand strategies.
- Monitor product launches for early signs of under- or over-performance, predicting uptake vs. plan and providing actionable recommendations.
- Ensure timely and high-quality delivery of analytics reporting, integrating all relevant data sources for comprehensive brand and TA reviews.
- Partner with Customer Insights and Engagement Manager to merge market intelligence with field performance data, providing a well-rounded business perspective.

Data Strategy & AI-Driven Solutions

- Oversee data pipelines, architecture, and infrastructure (e.g., data warehouse/lake, BI tools) to ensure timely, accurate, and secure data flow.
- Implement and maintain best practices for data quality, governance, and metadata management to ensure reliable analytics.
- Design, pilot, and scale AI-driven models and solutions, including predictive analytics, machine learning pipelines, and process automation, to enhance commercial decision-making.
- Drive the adoption of emerging technologies that add strategic or operational value, such as churn analysis, next-best-action recommendations, and AI-powered insights.

Collaboration & Operational Excellence

- Manage relationships with IT and external vendors to keep analytics platforms up to date, scalable, and aligned with business needs.
- Oversee the Hyderabad team to ensure smooth operations while retaining full ownership of AI and analytics strategy.
- Ensure compliance with all local, regional, and global reporting guidelines, tracking agreed KPIs and maintaining analytics best practices.

What you'll bring to the role:

- University degree (ideally master's) in Data Science, Business Management with focus on analytics, or a related field
- Full professional proficiency in English, proficiency in German (min B2), French is a valuable advantage
- 5+ years of experience in data science, business management with analytics focus, or a related field, ideally within the pharmaceutical, biotech, or healthcare industry
- Ability to connect data to business outcomes, looking beyond raw numbers to identify key trends, opportunities, and risks
- Strong commercial and strategic acumen with an understanding of market dynamics, competitor behavior, and customer engagement trends within the pharmaceutical or healthcare space
- Proficiency in programming languages such as SQL, Python, or R, along with experience using data

platforms like Snowflake is a valuable advantage

- Excellent communication and teamwork abilities
- Proven ability to excel in fast-paced environments while managing multiple stakeholders effectively

To ensure a successful match for this role, we kindly ask that candidates only apply if:

- *You have prior experience in a similar position, ideally within the health care industry*
- *You are proficient in the required programming languages*
- *You are comfortable conducting a job interview in German*

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>

Benefits and Rewards:

Read our handbook to learn about all the ways we'll help you thrive personally and professionally:

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Commitment to Diversity and Inclusion / EEO:

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

Accessibility and accommodation:

Novartis is committed to working with and providing reasonable accommodation to all individuals. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to receive more detailed information about the essential functions of a position, please send an e-mail to diversity.inclusion_ch@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Join our Novartis Network:

If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here:

<https://talentnetwork.novartis.com/network>

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professionally: <https://www.novartis.com/careers/benefits-rewards>

Division

International

Business Unit

Innovative Medicines

Location

Switzerland

Site

Rotkreuz (Office-Based)

Company / Legal Entity

C018 (FCRS = CH018) Novartis Pharma Schweiz AG

Functional Area

Data and Digital

Job Type

Full time

Employment Type

Regular

Shift Work

No

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