

# TA Head, In-market Brands

Job ID  
REQ-10056304  
Jul 06, 2025  
Vietnam

## Summary

Location: Ho Chi Minh #LI Hybrid

Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

About the role:

In-Market Brands TA Head is responsible for leading and managing overall performance and P&L of a large portfolio spanning multiple therapeutic areas (hypertension, diabetes, oncology, hematology, transplant, ophthalmology, pain) through an optimized combination of direct and digital promotion, new business models, and BD&L partnerships to support business growth and strategic objectives.

The role directly reports to Country President, Vietnam.

## About the Role

### TA In Market/Mature Brands

- Accountable for delivering the therapeutic area brand performance with respect to sales, market share, and profitability to meet or exceed budget targets; Drive the growth of the TA by establishing growth plans for existing products, effectively managing their life cycle, establishing and managing effective strategic partnerships.
- Entrepreneurial approach to portfolio management to optimize ROI across a diverse range of brands through the lifecycle by actively investing across brands with shared/pooled services and flexibly budgeting according to prioritized outcomes.
- Leveraging targeted strategies and innovative, cost-effective GTM models to efficiently commercialize non-priority diverse set of brands. Use digital engagement channels, innovative access models & cross-portfolio reimbursement deals / discounts to maximize value across the lifecycle, including Business-to-business selling, account management and contracting focus, “non-personal promotion” to HCPs.
- Incorporate opportunities to maximize lifecycle value and differentiate beyond efficacy to address non-clinical barriers and product enhancements (e.g., devices, digital services).

### Business Development and Licensing (BD&L)

- Develop partnering-in/out strategy focusing on top priority gaps in commercial capabilities and portfolios.; Identify and assess appropriate partners and lead the negotiation process for deal making
- Be knowledgeable of company partners’ market, opportunities and business challenges to provide timely feedback or support on attainable strategic plans to market needs.
- Define performance expectations; provide leadership and motivation of the partner companies/teams.

Coach, motivate and develop the partner companies/teams to continue improving performance.

- Keep communication and follow-up with Global and Regional counterpart.; Drive the spirit of “ONE Team” across all functions (TA first) by supporting a team approach to focus on our patients, payers and customers as our top priorities.

## Requirements

- University degree in Bioscience or Business or Advanced degree in Bioscience, Medicine, Business, and/or Management.
- Extensive (>12) years' experience in leadership positions within the pharmaceutical industry.
- Proven sales and marketing management skills.
- Proven understanding of product launch and product commercialization processes.
- Strong understanding and experience of digital trends & solutions, technology platform and products.
- Significant leadership experience, and proven ability to manage, team with, and motivate associates of widely varying backgrounds across a dispersed and matrixed organization.
- Extremely well-developed understanding of country regulatory and market environments.
- Proven ability and experience of risk management; High change agility.

**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

Universal Hierarchy Node

Location

Vietnam

Site

Vietnam

Company / Legal Entity

VN04 (FCRS = VN004) NVS Vietnam Company Ltd

Functional Area

Commercial & General Management

Job Type

Full time

Employment Type

Regular

Shift Work

No

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representative of the patients and communities we serve.

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