

Product Manager, Solid Tumor

Job ID

REQ-10056426

Jun 26, 2025

South Korea

Summary

- Local Brand Managers OR global / regional / local sub-function specialists within a specific marketing sub-function.
- Define product strategy in agreement with local management and global marketing department, and implement supporting tactical plans/projects.

About the Role

Major accountabilities:

- Prepares content of Integrated Brand Teams and Launch Teams.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s)
- Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.
- Identifies area market insights and opportunity via customer interactions
- Executes central marketing activities as well as regional initiated marketing activities
- Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives
- Collaborate with Marketing and Medical teams to maximize activities:
- Scout centers, KOLs and OLs by disease within assigned territory
- Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory

Minimum Requirements:

Work Experience:

- Extensive (> 5 years) of operational experience with the emphasis on product management, ideally across a variety of different therapy areas
- Proven track record of working cross-functionally (medical, finance, sales, health economics, marketing

access)

- Business proficiency in English

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Division

International

Business Unit

Innovative Medicines

Location

South Korea

Site

Seoul

Company / Legal Entity

KR01 (FCRS = KR001) Novartis Korea Limited

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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