

# ED, Launch & BD&L Insights & Analytics

Job ID  
REQ-10043974  
Μαί 28, 2025  
USA

## Περίληψη

Location: East Hanover

The Insights and Decision Science (IDS) team is dedicated to enabling improved decision-making at Novartis by leveraging data and advanced analytics capabilities to generate actionable insights that drive business growth. We collaborate closely with the US business, bringing insights and challenging ideas to empower smarter, data-driven decision-making. Reporting into the VP, Head, Enterprise & Pipeline I&A, this role is crucial in driving the success of new product launches and business development initiatives.

The ED, Launch and BD&L Insights & Analytics (I&A) is pivotal in ensuring the US business is prepared for successful US launches or execution of business development deals. The team will be responsible for identifying customer insights, market trends, and competitive intelligence to inform launch and BD&L decision-making. In partnership with the global Strategy & Growth function, the team will help successfully transition assets to the US, identifying obstacles and opportunities while enabling the company to navigate the complexities of the US market effectively. By supporting various teams, the individual ensures that new product launches are supported by robust evidence and tailored support. This role is also essential in fostering cross-functional collaboration and conducting robust deal due diligence for senior leadership. Finally, this leader will be Launch Insights & Analytics Subject Matter Expert for the US business.

Novartis seeks an individual with extensive experience in the pharmaceutical or healthcare industry, with a strong focus on product launches and business development. This individual should have a proven track record of leading and managing high-performing teams, with a focus on driving strategic initiatives and achieving business objectives. A strong analytical background is essential, with the ability to analyze complex datasets and derive actionable insights.

## About the Role

### Key Responsibilities:

- Ensure comprehensive market research, CI, & analytics learning plan is developed and executed for each US launch asset aligned to the launch readiness review process
- Ensure successful handover from S&G to US with appropriate validation on insights & forecast
- Ensure successful transition in US from IDS New Products team to full IDS support model
- Establish, maintain, and educate the whole IDS organization on launch best practices including data strategy, launch tracking, field enablement, and pre-launch market shaping

- Partner with US Market Access team to ensure realistic assumption of US market realities are incorporated into launch planning & BD&L evaluation (e.g., expected payer suppression)
- Coordinate with the Field Deployment & GTM team to provide field force size / structure and go-to-market recommendation to support launch brands
- Adopt a whole-market perspective to evaluate synergy of potential BD&L targets with existing strengths (e.g., potential economies of scale with existing Novartis US portfolio, field resources, pipeline, capabilities, forecasts, etc.)
- Support global BD&L team to create tailored financial models / scenario plans and conduct benchmarking to evaluate market potential and valuation for US-market BD&L targets including contractual milestones (sales, regulatory achievements, ROI, etc)
- Establish, review & optimize BD&L processes, aimed at conducting a comprehensive search for, and rigorous evaluation of possible acquisitions or licensing targets
- Establish, review and improve processes and partnerships with the Medical team aimed at identifying and prioritizing key opportunities for post-market studies, RWE, and HEOR, while also assisting NPS in pinpointing and prioritizing key areas of need for patient support programs for new product launches
- Proactively collaborate with various cross-functional teams such as legal, finance, commercial, clinical and scientific teams and make business development proposals to senior leadership
- Own the professional development and growth of the Launch & BD&L team members
- Collaborate with IDS Human Insights on advancements in market research techniques and excellence in primary market research efforts

### **What You'll Bring to the Role:**

**Education:** A Bachelor's Degree in Business Administration, Life Sciences, Data Analytics, or a related field; an MBA or advanced degree is preferred

### **Essential Requirements:**

- A minimum of 10 years of experience in the pharmaceutical or healthcare industry, with a deep understanding of product launches and business development
- Demonstrated experience working on US Pharmaceutical launch assets
- Strong analytical skills with expertise in data analysis and interpretation to drive strategic decision-making and optimize launch strategies
- Demonstrated experience in strategic planning and decision-making, using insights to drive business growth and competitive advantage
- Familiarity with regulatory requirements and compliance standards related to product launches and business development activities
- Proficiency in creating financial models and scenario plans to evaluate market potential and valuation for business development targets
- Excellent communication skills, with the ability to present complex insights and strategies effectively to

diverse audiences, including senior leadership and internal stakeholders

- Proven ability to engage and collaborate with cross-functional teams, including legal, finance, commercial, clinical, and scientific teams, to align strategies and initiatives

**Novartis Compensation and Benefit Summary:** The pay range for this position at commencement of employment is expected to be between \$214,900.00 and \$399,100.00/year; however, while salary ranges are effective from 1/1/25 through 12/31/25, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an “at-will position” and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

**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>

**Join our Novartis Network:** Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up:  
<https://talentnetwork.novartis.com/network>

**Benefits and Rewards:** Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

#### **EEO Statement:**

The Novartis Group of Companies are Equal Opportunity Employers. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status.

#### **Accessibility & Reasonable Accommodations**

The Novartis Group of Companies are committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the application process, or to perform the essential functions of a position, please send an e-mail to [us.reasonableaccommodations@novartis.com](mailto:us.reasonableaccommodations@novartis.com) or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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