

Sr Integrated Insights Manager

Job ID

REQ-10043208

May 04, 2025

India

Summary

Located in Hyderabad and part of the Insights and Decision Science (IDS) organization, this role provides comprehensive guidance and operational support in relation to insights and analytics for a designated product or group of products within a particular disease area. The Senior Integrated Insights Manager (Sr IIM) is the go-to contact for the IDS, General Management, Product Teams, and their nominated Single Point of Contact (SPOC), playing a crucial role in supporting commercial and cross functional teams .

About the Role

Ideal Background:

Education:

- Graduate / Postgraduate in Engineering / Pharmacy / Medicine / Science / Statistics / Business or related fields (including MBBS/MDs/MS/MPH)

Languages:

- Superior verbal and written communication skills mandatory.
- English proficiency is essential.

Experience/Skills:

- A sound understanding of the Therapeutic Disease Area specific to US market dynamics and commercialization strategies.
- Strong knowledge and understanding of payer landscapes and managed markets.
- 8+ years of pertinent experience in pharmaceutical companies and/or strategic, marketing, or healthcare consultancy companies, with at least three of these years in two areas of either Market Research/Analytics role with a leading pharmaceutical or Fast-Moving Consumer Goods (FMCG) company/solution provider.
- Superior analytical skills, with proven experience in using tools such as Excel for analyzing and visualizing data. Must be comfortable transforming data into visually understandable formats using standard tools/charting methods.
- Demonstrated proficiency in storyboarding and applying behavioral science with human insights.
- Comfortable in interpreting US market data – including Patient analytics, Physician analytics, Customer engagement – to make business recommendations and actions.
- Proven expertise in project management, and in facilitating, cross-functional teams within a matrix environment.

- Ensuring data accuracy, completeness, and timely input for strategic workshops and cross-functional meetings.
- Lead the collection, synthesis, and articulation of data and insights to support the launch readiness review (LRR) storyline.
- Collaborate with East Hanover leads to ensure comprehensive market, segmentation, and behavioral analyses are incorporated.
- Conduct literature reviews and analyze data from Market Research (MR), Advanced Predictive & Learning Data (APLD), and Competitive Intelligence (CI).
- Translate findings into actionable insights to support brand and therapeutic area projects.
- Prepare PREREADS, reports, and workshop materials, ensuring Hyderabad's contributions are fully integrated and aligned with EH requirements.
- Maintain clear, timely, and proactive communication with both Hyderabad and EH teams.

Values and Behaviors:

- Ability to thrive in ambiguous, fast-paced environments that are led by leadership requests and the evolving needs of the franchise.
- Capability to manage workload with limited supervision and support in prioritization; effectively managing expectations and able to independently scope/prioritize work.
- Demonstrates accountability, initiates action, takes responsibility for execution, and voices opinions when appropriate.
- Advocates for open communication, constructively addresses issues or lets them go. Operates with mutual respect, integrity, and embraces diversity, collaboration, and candor.

Commitment to Diversity and Inclusion:

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 individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message

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>

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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>

Division

US

Business Unit

Universal Hierarchy Node

Location

India

Site

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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