NOVARTIS

ED, Integrated Field Deployment & GTM Analytics - Remote

Job ID
REQ-10043988

Apr 14, 2025

USA

Summary

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 of Integrated Field Insights and Analytics, this role is crucial in orchestrating the strategic alignment of the field force with the dynamic needs of the market and key customer segments.

The Deployment & Go-to-Market (GTM) Lead plays a pivotal role in translating complex market data into actionable deployment strategies that enhance customer engagement and service delivery. This role oversees the direction and optimization of all Novartis field forces (Commercial, NPS, Medical, TLL), sup-porting the planning of force sizing, and deployment strategy. By aligning with the broader goals of the Insights and Decision Science (IDS) pillar, the Deployment & GTM Lead ensures that Novartis not only meets its immediate objectives but also advances its position as a leader in the pharmaceutical industry.

Novartis seeks an individual with extensive experience in the pharmaceutical or healthcare industry, with a deep understanding of product lifecycle management, and market dynamics. A proven track record in brand performance management, marketing, or a similar role, the person should demonstrate the ability to develop and implement brand strategies that drive market share and revenue growth. The candidate should be able to manage high performing teams, fostering a collaborative and innovative work environment.

This position can be based remotely anywhere in the U.S. (there may be some restrictions based on legal entity). Please note that this role would not provide relocation as a result. The expectation of working hours and travel (domestic and/or international) will be defined by the hiring manager. This position will require 20% travel.

About the Role

Key Responsibilities:

- Establish, maintain and improve a systematic, comprehensive awareness of the deployment strategy for all Novartis field teams, ensuring they are empowered to achieve the organization's strategic goals

- Lead, oversee and guide a team that evaluates the specific requirements of each brand, including market potential, competitive landscape, and customer segments and identify key accounts that are critical to most efficiently and effectively serve customers

- Leads annual field force sizing work, engaging with GM, functional field leaders and all other relevant stakeholders

- Provide SME input on go-to-market strategy, best-in-class deployment, etc.

- Partner with external experts to leverage expertise for benchmarking and delivery of best-in-class capabilities across the range of deployment and sizing activities

- Partner primarily with CE, NPS, Medical, TLL in ensuring alignment of field force strategies with overall business objectives and   seamless execution of deployment plan

- Review and innovate overall field deployment methods, working to identify and propagate the most up-to-date, effective and efficient approaches within the team

- Owns and is accountable for alignment, ensuring geographies are design to balance workload, customer relationships, and enhance coordination across field teams

- Provide high-level review and approval (i.e. final ownership) of analyses of geographical areas to understand customer distribution, market potential, and logistical considerations aligning with brand strategy

- Own final review of the deployment of the field force, working to ensure it is aligned with the locations of key accounts and healthcare professionals (HCPs) to maximize customer service

and engagement

- Allocate resources based on the potential and needs of each territory. This includes deciding the number of representatives needed and their roles

- Partner with the Business Performance and Functional Excellence teams to establish performance metrics to evaluate the effectiveness of the field force and regularly review the field force structure to adjust as needed based on changes in market conditions or brand strategy

- Partner with Field Operations teams to ensure deployment is successfully implemented with each function

- Ensure feedback mechanisms to gather insights from the field force and customers are in place, allowing for continuous improvement in deployment strategies

- Upskill and mentor the members of the Deployment & Sizing team, owning their professional growth and development

- Design systems to support complex external customer relationships (i.e. integrated health systems) and enhance internal NVS coordination

- Conduct proactive competitive field force benchmarking to identify potential threats and opportunities

What You'll Bring to the Role:

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

Essential Requirements:

- 10-12 years of experience in the pharmaceutical or healthcare industry, with a deep understanding of brand management, product lifecycle management and market dynamics

- Proven ability to analyze complex data sets, identify trends, and deliver actionable insights that drive performance improvements

- Strong problem-solving skills with a proactive approach to identifying opportunities for improvement and optimization

- Ability to work collaboratively with brand teams and stakeholders to ensure alignment and successful execution of deployment strategies

- Ability to balance operational execution with high-level strategic thinking, supporting both day-to-day brand performance and long-term business goals

- Deep understanding of market dynamics, customer segments, and competitive landscape in

the pharmaceutical industry

- Proficiency in insight and hypothesis generation, behavioral science, data science, and primary and secondary research methodologies

- Strong leadership skills in a team environment which requires negotiation, persuasion, collaboration, and analytical judgment

- Ability to thrive in a fast-paced, dynamic environment and adapt to changing business needs and priorities

Novartis Compensation and Benefit Summary: The pay range for this position at commencement of employment is expected to be between $204,400.00 and $379,600.00/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:

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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 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.

US

Universal Hierarchy Node

USA

State
Remote, US

Remote Position (USA)

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UO14 (FCRS = USO14) Novartis Pharmaceuticals Corporation

Functional Area
Marketing

Full time

Regular

Shift Work
No

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Functional Area

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