

## Director, Competitive Intelligence

Job ID  
REQ-10047097

Apr 02, 2025

USA

### Summary

The location for this role is East Hanover, NJ.

There are 3 Director, Competitive Intelligence positions associated with this job posting. The roles are as follows:

- 1-Director, Competitive Intelligence - IMMUNOLOGY
- 2-Director, Competitive Intelligence - NEURO SCIENCE
- 3-Director, Competitive Intelligence - ONCOLOGY

### About the Role

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 ED, Competitive Intelligence, this role is crucial in shaping strategic decisions by providing comprehensive competitive insights.

The Dir, Competitive Intelligence plays a pivotal role in transforming complex market data into actionable strategies that enhance Novartis's competitive positioning. This role supports impactful decision-making and strategic alignment across the organization. Through rigorous analysis, the Dir, Competitive Intelligence ensures that Novartis not only anticipates market trends and competitor actions but also leverages these insights to drive innovation and maintain leadership in the pharmaceutical industry.

#### Key Responsibilities:

- Develop and maintain a comprehensive system for tracking competitor engagement with healthcare professionals (HCPs) and key opinion leaders (KOLs), including the number of representatives and activities. Regularly assess HCP perceptions of competitor field engagement to identify potential areas for improvement
- Monitor and evaluate competitor digital engagement strategies, including web-site user experience, message design, and adherence communications. Benchmark Novartis's digital activities against competitors to identify best practices and areas for enhancement
- Keep abreast of competitor clinical trial activities and relationships with Principal Investigators. Provide insights into how these activities may impact Novartis's clinical strategies and partnerships
- Monitor and analyze medical professional sentiment and responses to competitor data releases and presentations at medical congresses. Use these insights to inform Novartis's presentation strategies and data dissemination
- Conduct in-depth analyses of competitor pricing strategies to inform Novartis's pricing decisions and market positioning. Identify opportunities for competitive differentiation and value proposition enhancement
- Evaluate competitor promotional strategies, including spending, messaging, and positioning. Use this analysis to understand key driving factors and inform Novartis's tactical approaches and differentiation opportunities

- Analyze competitor patient and HCP support program designs and strategies. Provide recommendations to enhance Novartis's offerings and improve patient and HCP engagement
- Identify and report on emerging market trends and competitive threats. Provide strategic recommendations to Novartis leadership to proactively address these challenges
- Collaborate with cross-functional teams, including marketing, sales, and R&D, to ensure that competitive intelligence insights are integrated into strategic planning and decision-making processes
- Develop and implement effective methods for disseminating competitive intelligence insights across the organization. Ensure that key stakeholders are informed and equipped to make data-driven decisions

Novartis seeks an individual with extensive experience in the pharmaceutical or healthcare industry, with a deep understanding of product lifecycle management, and market dynamics. With a proven track record in market research, competitive analysis, marketing, or a similar role, the individual should demonstrate the ability to derive actionable insights that support development of brand strategies that drive market share and revenue growth. The candidate should foster a collaborative and innovative work environment.

#### Education:

- Bachelor's degree in related field is required; Master of Science and/or MBA strongly preferred

#### Essential Requirements:

- A minimum of 8 years of experience in the pharmaceutical or healthcare industry, with a deep understanding of brand management, product lifecycle management, market dynamics
- 4+ years of domain expertise in these areas are highly desired: competitive intelligence, secondary data analytics, data science, primary market research, field analytics and insights, market access and patient service analytics, or other related strategic analytics and management consulting
- Proven track record of enabling data-driven decision-making at a senior leadership level, including addressing complex business challenges and shaping organizational strategy particularly in therapeutic areas.

- 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 of market insights with organizational objectives and brand strategies
- Ability to balance operational execution with high-level strategic thinking, supporting both day-to-day brand performance and long-term business goals with a 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

#### Novartis Compensation and Benefit Summary:

The pay range for this position at commencement of employment is expected to be between \$185,500.00 and \$344,500.00 per year; however, while salary ranges are effective from 1/1/24 through 12/31/24, 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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