

TA Lead (Onco/Hemma&NS/Imm)

Job ID
REQ-10048694

Apr 14, 2025

Ukraine

Summary

-Responsible for a consistent, cross-functional brand strategy shaping and implementation, for all assets having moved from Global to International TA until the handover to IBBI. -Will evolve globally created early brand strategies, such as the Integrated Product Strategies (IPS) into a competitive, truly cross-functional launch plan that is fit-for-purpose for core IMI markets and sets a foundation of launch success for Novartis ' next blockbusters. (International) -Supports strategic, cross-functional decisions for International and above-brand strategic initiatives, incl. partnerships, policy shaping, and for launched assets, will monitor and respond to major events and competitive landscape developments. (International) -Close interaction with core IMI markets, collaboration with MAP and CE&E teams to shape launch deliverables and TA-relevant customer experiences/ journeys and campaigns/ content for major IMI markets, and with IMUS counterpart to ensure consistent brand positioning worldwide. (International) -Leads, manages and develops the overall performance of the TAs current and future product portfolio and deliver sales and profits within agreed budgets. (Region/cluster/country) -Leads and develops a high-performing sales and marketing team and builds effective and enduring business relationships with key customers/ stakeholders. (Region/cluster/country) -Typically leads a very small country revenue organization, covering both sales and marketing activities, with responsibility to drive performance and develop operational strategy of a specific product portfolio. (Region/cluster/country)

About the Role

Major accountabilities:

- Accountable for delivering the TA sales, market share, and profitability to meet or exceed budget targets.
- (Region/cluster/country) -Defines, develops and oversees short and long-term strategic marketing (and sales) plans in line with regional & global marketing strategy.
- Monitors market trends, sales and product performance, conducts regular reviews against plans and takes corrective action as required.
- Responsible for the budget and financial performance of the unit.
- (Region/cluster/country) -Ensures alignment to all Ethics, Risk & Compliance policies and manage key processes.

Key performance indicators:

- Maximization of launch readiness and portfolio value/ growth of key assets for major IMI markets.
- Financial & Business results (Revenue growth, Profitability, Market share) -Strategy/Market Focus (Resource allocation, Long-term BU strategy and planning, Market access effectiveness/impact, Novartis market reputation) -Operational Excellence (Delivery against development milestones, Product launch success) -People, Capabilities, and Management (Our Voice survey, Talent development, talent acquisition, Culture, D&I KPIs, Succession Plans strength, High profile turnover, Code of Ethics)

Minimum Requirements:

Work Experience:

- P&L or Unit Accountability.
- People Leadership.

Skills:

- Agility.
- Asset Management.
- Business Development.
- Business Strategy.
- Commercial Excellence.
- Cross-Functional Collaboration.
- Customer Orientation.
- Digital Marketing.
- Go-To-Market Strategy.
- Healthcare Sector Understanding.
- Influencing Skills.
- Inspirational Leadership.
- Key Account Management.
- Market Share.

- Market Trend.
- Marketing Strategy.
- Negotiation Skills.
- People Management.
- Priority Disease Areas Expertise.
- Product Launches.
- Product Lifecycle Management.
- Profit And Loss (P&L).
- Sales.
- Selling Skills.
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Partnerships.
- Value Propositions.

Languages :

- English.

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部門

International

部門

Universal Hierarchy Node

国
Ukraine

勤務地
Kyiv

Company / Legal Entity
UAP0 (FCRS = CH024) NOPH SERVICES UKRAINE

Functional Area
Commercial & General Management

職種
Full time

雇用形態
Regular

Shift Work
No

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Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.



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