

Executive Director, Competitive Intelligence

Job ID
REQ-10043991
Mar 17, 2025
USA

Summary

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 Human Insights & Analytics, this role is crucial in shaping strategic decisions by providing comprehensive competitive insights.

The ED, Competitive Intelligence plays a pivotal role in transforming complex market data into actionable strategies that enhance Novartis's competitive positioning. By aligning with the broader goals of the Insights and Decision Science (IDS) group, this role supports impactful decision-making and strategic alignment across the organization. Through rigorous analysis and cross-functional collaboration, the Competitive Intelligence Lead 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.

About the Role

Key Responsibilities:

- Develop and maintain a strategic framework for tracking competitor engagement with healthcare professionals (HCPs) and key opinion leaders (KOLs). Regularly assess and provide strategic insights on HCP perceptions to inform organizational improvements.
- Lead the evaluation of competitor digital engagement strategies and benchmark Novartis's digital activities. Identify strategic opportunities for enhancement and innovation.
- Oversee the monitoring of competitor clinical trial activities and relationships with Principal Investigators. Provide strategic insights to influence Novartis's clinical strategies and partnerships.
- Lead a team to analyze medical professional sentiment and responses to competitor data releases. Use these insights to guide Novartis's presentation strategies and data dissemination.
- Direct in-depth analyses of competitor pricing strategies and provide strategic recommendations to inform Novartis's pricing decisions and market positioning.
- Guide the evaluation of competitor promotional strategies and collaborate with cross-functional teams to inform Novartis's tactical approaches and differentiation opportunities.

- Oversee the analysis of competitor patient and HCP support program designs. Lead the development of recommendations to enhance Novartis's offerings and improve engagement.
- Identify emerging market trends and competitive threats. Provide strategic recommendations to Novartis leadership to proactively address these challenges.
- Lead cross-functional collaboration to ensure competitive intelligence insights are integrated into strategic planning and decision-making processes.
- Support the TA illuminators to develop and implement strategic methods for disseminating competitive intelligence insights across the organization. Ensure that key stakeholders are informed and equipped to make data-driven decisions.
- Lead scenario planning and forecasting based on competitive intelligence. Provide strategic recommendations to prepare Novartis for various potential outcomes.

Essential Requirements:

Education (minimum/desirable):

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

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.

Additional qualifications are as follows:

- 10+ years of experience in the pharmaceutical or healthcare industry, with a deep understanding of brand management, product lifecycle management and market dynamics
- A bachelor's degree in Business Administration, Life Sciences, Marketing or a related field; an MBA or advanced degree is strongly preferred
- 5+ 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
- 5+ years of people management experience. 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 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

The pay range for this position at commencement of employment is expected to be between \$204,400.00 and \$379,600.00 a 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 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.

Division

US

Business Unit

Universal Hierarchy Node

Location

USA

State

New Jersey

Site

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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