

# Director, Market Research

Job ID  
REQ-10047092  
Apr 02, 2025  
USA

## Summary

The location for this role is East Hanover, NJ

There are 2 Director, Market Research roles available with this job posting. The roles are as follows:

Director, Market Research - IMMUNOLOGY  
Director, Market Research - 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, Market Research, this role is pivotal in harnessing the power of insights to support informed decision-making.

This role is dedicated to understanding the perceptions and behaviors of HCPs, patients and payers, ensuring that the organization is fully aware of the evolving market dynamics and customer needs. The Dir, Market Research fosters a culture of innovation and collaboration, working closely with cross-functional teams to deliver and integrate comprehensive insights around stakeholder perceptions, market barriers, and product positioning that support the development of tailored engagement strategies and optimized marketing efforts across HCPs, patients, and payers for therapeutic areas.

## Key Responsibilities:

- Conduct market research projects under their TA to gather data on HCP market perception, sentiment, and awareness of treatments. Proactively collect ongoing feedback from HCPs on product use, clinical outcomes, and patient impact
- Execute research activities related to their TA to assess patient attitudes and perception of Novartis products, their awareness of treatments and the impact of patient support programs on brand perception
- Assist in identifying and prioritizing initiatives where MR can support internal functions and the specific TA and contribute to setting yearly goals for teams supporting therapeutic areas
- Provide data and insights to inform inputs for forecast models through opportunity assessment and demand estimation research

- Gather and analyze data to support Market Access research on payer needs, pricing strategies, rebate structures, and market access barriers, including regulatory and pricing challenges
- Coordinate with external vendors to ensure research projects are conducted effectively and insights meet the needs of specific business partners
- Collaborate with Provider I&A and Human Insights & Behavior Science teams to collect data on key drivers influencing HCP and patient beliefs, behaviors, and barriers to adoption
- Work with the Marketing team to optimize content, positioning and measure omnichannel DTP / DTC engagement through message and concept testing
- Implement best practices for market research including standardized templates for instrument design and ensuring consistency in approach to analysis and insight generation to answer the key questions for the IPST / TA / functional teams
- Participate in cross-functional collaboration with IPST and TA portfolio teams, functional teams (e.g., Medical, NPS, Marketing, Market Access), IDS stakeholders (Decision Scientists) and external vendors to run specific research initiatives

Novartis seeks a dynamic individual to support market research initiatives, design and derive insights that address the key business questions and objectives of functional NVS and IDS teams to drive data-driven decision-making. The ideal candidate will have an extensive understanding of the pharmaceutical landscape, with expertise in guiding application of different research methodologies to understand market perceptions and sentiment among HCPs, patients and payers. This role requires a leader who fosters collaboration across cross-functional teams, develops talent, and drives a culture of innovation and thought leadership, and establishes a solid foundation of delivering actionable insights through primary research that can be integrated with secondary analytics to empower strategic initiatives, marketing, and outreach efforts under their TA.

#### **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 strong focus on HCP, patient and payer strategic insights and analytics
- A minimum of 3 years of domain expertise in these areas are highly desired: primary market research, secondary data analytics, data science, field analytics and insights, market access and patient service analytics, or other related strategic analytics and management consulting
- A minimum of 3 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.
- Strong analytical background, strategic thinking and problem-solving skills, with the ability to translate complex data into actionable insights and aligning them with business priorities to drive impactful results
- Excellent communication skills, capable of effectively collaborating with leadership across NVS and IDS functions to translate strategic objectives into the right research metrics and present complex insights effectively to diverse audiences

- Experience working in cross-functional and matrixed teams, with demonstrated ability to collaborate across functions including marketing, provider and patient engagement, to drive strategic alignment

### **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>

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Division

US

Business Unit

Universal Hierarchy Node

Location

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New Jersey  
Site  
East Hanover  
Company / Legal Entity  
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