NOVARTIS

Director, Integrated Field Deployment and GTM Analytics (1 of 3)

Job ID
REQ-10047130
Apr 02, 2025
USA

Summary

This position will be located at the East Hanover, NJ location and will not have the ability to be located remotely.

1 of 3 roles

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, Integrated Field Deployment and GTM Analytics, this role is crucial in transforming field strategies through tailored analytics and insights, ensuring that field leadership is equipped with the necessary tools to optimize performance and achieve strategic objectives.

In this pivotal role, you will be at the forefront of integrating brand-level analytics with field operations, driving the effectiveness of our field teams across various therapy areas and functions. By developing comprehensive evaluations and supporting the selection of key performance indicators, you will enhance the impact of the IDS team. Your efforts will not only support field strategy and decision-making but also foster a culture of continuous improvement and innovation, aligning with the broader goals of IDS to propel Novartis towards achieving its mission of improving patient outcomes through data-driven insights.

Key Responsibilities:

- Develop and maintain a systematic, comprehensive evaluation of the effectiveness (performance) of Novartis field teams, across a given therapy area and/or function, ensuring they are empowered to achieve the organization's strategic goals

- Run internal field force studies and surveys to uncover key pain points and drivers of success

- Support the development and selection of KPIs for the field force

- Provide brand-level analytics (e.g., NBRx, TRx, SF, HCP prescribing activity, NVS/competitor share, key trends) tailored to field leadership to support field strategy and decision making

- Provide analytics on KOL engagement / field force activity to support all the field teams (Medical, NPS,

Access, CE)

- Review the sample shipment and utilization data to support decision-making for sample distribution at HCP and account level

- Analyze and report on field force adherence to internal tool (e.g., NBA / decision engine) recommendations (e.g., HCP prioritization, call plans, follow-ups), comparing performance of high vs low adopters

- Provide data-driven coaching using Voice of the Customer & Customer Satisfaction (CSAT) surveys, AI-powered coaching tools, and scorecards to improve field force and sales specialist performance; develop feedback loops / incentive programs (e.g., leaderboards, competitions)

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

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

Novartis seeks an individual with extensive experience in the pharmaceutical or healthcare industry, with a strong focus on product launches and business development. This individual should have a proven track record of leading and managing high-performing teams, with a focus on driving strategic initiatives and achieving business objectives. A strong analytical background is essential, with the ability to analyze complex datasets and derive actionable insights.

Essential Requirements:

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

- A Minimum of 8 years of experience in the pharmaceutical or healthcare industry, with a deep understanding of product launches

- Extensive experience in analytics, data science, or a related field within the pharmaceutical or healthcare industry.

- Proven track record of leveraging data and analytics to drive strategic decision-making and business growth.

- Strong leadership skills with experience managing cross-functional teams and projects. Excellent communication and presentation skills, with the ability to convey complex insights to non-technical stakeholders.

- Demonstrated ability to develop and implement effective field strategies and performance evaluations. Experience with key performance indicator (KPI) development and management.

- Proficiency in advanced analytics tools and software, such as SQL, Python, R, or similar.

- Strong understanding of the pharmaceutical market, including competitive landscape and key trends.

- Ability to work collaboratively with various teams, including Field Operations, Medical, and Commercial functions.

The pay range for this position at commencement of employment is expected to be between $185,500.00 and $344,500.00 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

Apply to Job

Job ID

REQ-10047130

Director, Integrated Field Deployment and GTM Analytics (1 of 3)

Apply to Job

Source URL: *https://prod1.novartis.com/uk-en/careers/career-search/job/details/req-10047130-director-integrated-field-deployment-and-gtm-analytics-1-3*

List of links present in page

1. https://www.novartis.com/about/strategy/people-and-culture
2. https://talentnetwork.novartis.com/network
3. https://www.novartis.com/careers/benefits-rewards
4. mailto:us.reasonableaccommodations@novartis.com
5. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/East-Hanover/Director--Integrated-Field-Deployment-and-GTM-Analytics--1-of-3-_REQ-10047130-1
6. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/East-Hanover/Director--Integrated-Field-Deployment-and-GTM-Analytics--1-of-3-_REQ-10047130-1