

# Sales Value Associate (Rare Hematology Diseases)

Job ID

REQ-10045365

May 07, 2025

Mexico

## Summary

- Gerentes de marcas locales O especialistas globales / regionales / locales en sub-función dentro de una sub-función de marketing específica.
- Definir la estrategia de productos de acuerdo con la gestión local y el departamento de marketing global, e implementar planes/proyectos tácticos de apoyo.

## About the Role

### Major Accountabilities

- Implement national brand strategy in the field through robust tactical execution plans.
- Identify business opportunities and develop local initiatives to expand patient access.
- Segment and prioritize target physicians based on medical, behavioral, and institutional criteria.
- Build and nurture long-term relationships with key stakeholders in public and private healthcare settings.
- Generate insights to inform marketing, medical, and market access strategies.
- Develop advocacy plans with top influencers to support early diagnosis and guideline development.
- Coordinate cross-functional efforts with Market Access, Medical Affairs, and Patient Advocacy teams.
- Use CRM systems to document activities, manage territory plans, and track KPIs.
- Monitor and analyze sales performance using data to optimize decision-making and territory strategy.
- Ensure compliance with internal policies and external regulations.

### Key Performance Indicators

- Execution rate of tactical field activities (calls, meetings, events)
- Growth in diagnosed and treated patient population
- Number and quality of engagements with KOLs and institutional stakeholders
- Advancement of access initiatives in public/private segments
- Timely and accurate CRM reporting
- Data-driven decision-making and adaptability in the field
- Achievement of sales targets and market share growth

### Work Experience

- Bachelor's degree in Life Sciences, Medicine, Pharmacy, or related field
- Minimum of 3 years of experience in Hematology, Oncology, or Rare Diseases
- Proven track record in field sales, preferably in specialty care

- Experience engaging both public and private sector healthcare professionals
- Previous experience with commercial access models is a plus

## **Skills & Competencies**

- Strong knowledge of the Mexican healthcare system and its key decision-makers
- Understanding of rare diseases and hematology/oncology therapeutic areas
- Excellent analytical and strategic thinking skills
- Strong resilience, autonomy, and problem-solving capabilities
- Effective communication, influencing, and negotiation skills
- Experience in advocacy planning and stakeholder mapping
- Basic English proficiency (reading and writing)
- Familiarity with CRM tools and digital platforms
- Business acumen and orientation toward access and commercial performance

## **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>

## **Commitment to Diversity and Inclusion**

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

**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

International

Business Unit

Universal Hierarchy Node

Location

Mexico

Site

INSURGENTES

Company / Legal Entity

MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular (Ventas)

Shift Work

No

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## Ajustes de accesibilidad

Novartis tiene el compromiso de trabajar y proporcionar adaptaciones razonables para personas con discapacidad. Si, debido a una condición médica o discapacidad, necesita una adaptación razonable para cualquier parte del proceso de contratación, o para desempeñar las funciones esenciales de un puesto, envíe un correo electrónico a [tas.mexico@novartis.com](mailto:tas.mexico@novartis.com) y permítanos conocer la naturaleza de su solicitud y su información de contacto. Incluya el número de posición en su mensaje.

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6. <mailto:tas.mexico@novartis.com>
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