

# Launch Excellence Manager

Job ID  
REQ-10047282  
May 08, 2025  
Netherlands

## Summary

In 2026, Novartis aims to launch an innovative drug in the field of chronic spontaneous urticaria (CSU), with subsequent line extensions in underserved disease areas in the years to follow.

The launch excellence manager (LEM) is an early commercial lead that drives, together with a cross-functional team, the launch strategy for this priority pipeline asset in the Netherlands.

The LEM orchestrates the cross-functional work in the Dutch market. This LEM position has 2 important priorities: (re-)shaping and broadening the CSU market and paving the way for a successful launch of the priority pipeline asset in dermatology. Must-haves are a strategic and agile mindset, external focus and proactivity in seizing opportunities that enable access and adoption.

## About the Role

### Major accountabilities:

- Together with cross-functional colleagues, ensure launch readiness for this priority pipeline asset
- Identify area market insights and opportunities via customer interactions
- Deliver and create a plan with clear milestones to re-shape and broaden the CSU market
- Coordinate and drive the development of an integrated launch strategy and plan with clear milestones and deliverables
- Responsible for execution, monitoring and analysis of the agreed tactical plans
- Anticipate on future trends/events in therapeutic area and market environment that could affect the potential of the product
- Establish trust with local stakeholders to discuss the current unmet needs & the need to raise the bar for treatments and landscape
- Identify and roll-out of the optimal Go-to-Market model for the Netherlands
- Understand and analyze the commercial opportunity (Pop2Sales)

### Key performance indicators:

In compliance with local functional business requirements:

- Ramping up resources & activities in the Netherlands at the right time and scale
- Strategy in place to scale up awareness and advocacy around this innovative new treatment
- Thought leader mapping beyond Medical Experts and advocacy building in collaboration with medical team
- Launch exceeding historical benchmarks

#### **Minimum Requirements:**

- University degree in a relevant field, e.g. health sciences, business, marketing or similar.
- Fluent in Dutch and English (oral and written)

#### **Work Experience:**

- At least 5-10 years of relevant work experience in the pharma industry, including product launches
- Experience with development of strategy and re-shaping/building a new market
- Experience with marketing, sales forecasting and financial work
- In-depth knowledge and understanding of the Dutch healthcare landscape and solid experience with customer engagement

#### **Skills:**

Advanced communication and presentation skills

Advanced organizational skills

Demonstrated flexibility and work-agility

Demonstrated motivational skills

Excellent analytic and digital skills

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Division

International

Business Unit

Innovative Medicines

Location  
Netherlands  
Site  
Amsterdam  
Company / Legal Entity  
NL08 (FCRS = NL008) Novartis Pharma NL  
Functional Area  
Market Access  
Job Type  
Full time  
Employment Type  
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Shift Work  
No  
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