

Senior Analyst – Competitive Intelligence.

Job ID

REQ-10048989

Apr 24, 2025

India

Summary

- Holistic CI Surveillance of competitor products/company and Therapy area (TA) of interest
- Independently Set-up and Manage the CI process for given TA/ TAs
- To perform comprehensive CI analysis at franchise/brand/ disease area level and deriving actionable insights focused on strategic imperatives
- To evaluate impact of these developments on Novartis' clinical/marketing programs; to ensure recommendations and key findings for further review/analysis and manage communication plan to right stakeholders.
- To provide proactive support and timely communicate competitive threats from external factors (Market, Competitor & Portfolio Analysis) and optimize opportunities in both clinical and marketing activities.
- To provide inputs into Clinical Development Plans (CDP) / Lifecycle Management Study (LCM/BOS) designs, situational analysis and strategic positioning.
- To Support Senior Insights Manager in coordinating inputs for situational analysis, key management presentations and workshops.

About the Role

Major accountabilities:

Operational delivery

- Independently manage/ set-up CI process/engagement and monitoring of competitors in focus
- Working closely with global clinical, marketing and brand teams to add CI intel through secondary data analysis and preparing clear & concise presentations with detailed understanding of brand/TA, lifecycle elements and unmet need.
- Engage the stakeholders and effectively communicate the CI process, objectives and outcomes. Provides CI intel in internal meetings such as Scenario Planning pre-read preparation, clinical trial/pipeline report updates, Global Brand Team meeting preparations, brand/ CDP / LCM/BOS plan inputs etc
- Performing regular and ad-hoc analyses of identified competitors or TA, and is able to quantify the competitive threat from various external landscape changes. Provides recommendations and insights for the brand and development teams.
- Leverage innovative technological and automation resources for preparing CI deliverables by proper evaluation of competitor goals, assumptions, capabilities, and strategies
- Tracking external factors (Market, Competitor & Portfolio Analysis) influencing the development of a brand/TA. Capable to perform product comparison, attribute analysis and competitive developments in new areas like imaging, biomarkers, compliance trials etc.
- Developing strategic implications of 'traffic-light' reports, including applicable team actions;

managing communications with the team and external customers as necessary.

- Evaluating competitor goals, assumptions, capabilities, and strategies; Incorporates and communicates competitor analyses into effective alignment plans and recommendations and present key issues and learnings to ICT/IPT teams
- Identifies and understands the nature of the competitive threat and creating competitor profile including timeline assumptions and stakeholder preferences; Understands the intellectual property situation for the product; Expertise in SWOT analysis, PEST analysis etc.

Functional excellence

- Expertise in all critical aspects of competitive intelligence and manages CI initiatives for a given TAs.
- Active participation in some key initiatives in team and at times- leading some of the initiatives- within team and cross-functional teams
- Supports the development and implementation of new ways of information presentation. Effort should be more on implementation of such ideas across/with the team.
- **Brand/Therapy Area/Market/Pharma Knowledge:** Fundamental/Advanced understanding of assigned therapy areas, NVS and competitor brands, market landscape, treatment trends and trial designs; understand drug development and commercialization elements. Strong analytical skills to grasp problems (complexity, context etc), the scope of the solution and effort estimation
- **Region/Market Knowledge:** Fundamental/Advanced understanding of the healthcare/pharma policies, Market access information, Knowledge on growing therapy areas. Information on the Pharma News sources for key business region/countries - The US, EU5, Japan, Emerging Market Countries.
- **Tool/Portal/Database:** Expertise in working with CI databases (e.g. Pharma Projects, Trial Trove etc.). Exposure to business intelligence tools (e.g. Qlik Sense).
- **Conference Coverage:** Expertise in conference coverage; Manage questions/challenges from internal Brand/Medical team on intelligence; capable using elicitation techniques
- **Secondary Intelligence gathering:** Command on setting up secondary intelligence alerts/tracking using Boolean, Mesh, web-crawlers etc.; Expert in using key databases for clinical, regulatory, and commercial
- **Timeline/Pipeline Analysis:** Expertise in conducted prospective analysis of the competitor landscape and provides input to franchise/brand/Pharma strategies through updated CI inputs.
- **Communication/Presentation skills:** Excellent communication ability to ensure that the scope of projects/initiatives and expectations are commonly understood between customers and stakeholders. Good presentation skills, ability to interface with cross-functional teams on a sound clinical and scientific base.
- **Behavioral:** Energetic and enthusiastic learner and performer. Active participation in some key initiatives in team. Supports the development and implementation of innovation. Available and accessible to team members, managers etc. on timely basis

Key performance indicators:

- CI recommendations incorporated into all deliverables.
- Activities conducted in line with risk assessment plan.
- Ensures deliverables and activities adhere to CI communications plan.
- All deliverables, activities, presentations in line with agreed quality standards.
- All activities follow best practice and agreed processes. Highlights opportunities to improve processes and pilots new approaches.
- Legal and ethical considerations applied in all work activities.

Education:

- PhD/Master's Degree in Life Sciences. MBA from reputed institutes.

Experience:

- 5+ years of local Pharma work experience in Competitive Intelligence, Market Intelligence, Business Development & Licensing or consulting assignments.

Languages:

- Fluent spoken and written English essential

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.

Accessibility and accommodation

Novartis is 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 recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message

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>

Division

Strategy & Growth

Business Unit

Universal Hierarchy Node

Location

India

Site

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Alternative Location 1

Telangana, India

Functional Area

Marketing

Job Type

Full time
Employment Type
Regular
Shift Work
No
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