

# Associate Product Manager

Job ID

394166BR

Apr 21, 2024

Hong Kong Special Administrative Region, China

## Summary

-To manage and develop the overall performance of the business franchise/unit's product portfolio, including development and implementation of marketing and promotional strategies, goals and operational plans to maximize product awareness, and deliver sales and profits within agreed budgets. -Managers of a below very small revenue organization, covering both sales and marketing activities.

## About the Role

### Major accountabilities:

- Accountable for supporting and delivering the business unit/ franchise sales, market share, and profitability to meet or exceed budget targets.
- Deploy strategies to achieve business's goals, maintain/improve sales, profit and market share consistent with the overall organization goals -Manage sales and marketing teams to include thorough and well-coordinated input into brand strategy and ensure close integration and tactical execution in field -Support local Marketing product and Sales strategy in terms of allocating resources, portfolio priorities and brand image -Develop close collaborative relationships with external customers as well as internal customers to support medical and commercial activities -Responsible for the budget and financial performance of the unit, ensure alignment to all Ethics, Risk & Compliance policies and manage key processes.
- Manage applicable people-management related processes (recruiting, performance management, coaching).
- Identify and build key capabilities, talent pipeline and ensure proper development of assigned people.
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt -Distribution of marketing samples (where applicable)

### Key performance indicators:

- BU revenue and revenue growth, market share and market share -growth, profitability -Operational Excellence

### Minimum Requirements:

#### Work Experience:

- P&L or Unit Accountability.

#### Skills:

- NA.

## Languages :

- English.

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<https://www.novartis.com/about/strategy/people-and-culture>

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<https://talentnetwork.novartis.com/network>

Division

International

Business Unit

Innovative Medicines

Location

Hong Kong Special Administrative Region, China

Site

Hong Kong

Company / Legal Entity

HK02 (FCRS = HK002) Novartis Pharma

Functional Area

Commercial & General Management

Job Type

Full time

Employment Type

Regular

Shift Work

No

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