

# Customer Insights & Product Manager - Hematology and Solid Tumors

Job ID  
REQ-10009505  
Jul 17, 2024  
Poland

## Summary

766 million patients were reached with Novartis medicines. We aspire to get Novartis medicines in the hands and homes of patients by delivering a Triple Win: A Win for Patients; A Win for Healthcare Systems, and A Win for Novartis. If you are the person full of passion, energy, looking for innovative solutions for the patients and enjoying working in the TEAM of people sharing your inspiration and openness – this is the position for YOU.

## About the Role

### Key responsibilities:

Your responsibilities include, but are not limited to:

- Supports with creation of brand strategy, promotional campaigns and tactical plans using customer insights driven analysis
- Engages cross functional team to support embedding and implementation of key brand activities
- Supports CI&PM with gathering of insights and translating these into brand strategy
- Creates and supports building of omnichannel strategy that meets brand objectives and customers' needs
- Assists with coordination of Strategic Account Management process in the Franchise as well as multi-level HCPs targeting and segmentation to develop and implement tailor-made solutions for the customers
- Regularly reviews current performance of KPIs in collaboration with Business Excellence & Execution team

### Essential Requirements:

- University degree (scientific, economics or business degree)
- Fluent English & Polish
- Cross-functional team player with stakeholder management ability, matrix management skills and deep experience in agile ways of working
- Efficient communication, ability to quickly build collaborative working relationships with a diverse range of stakeholders
- Strong strategic and analytical thinking
- Entrepreneurial and proactive management skills with a “can do attitude” to manage fast-growing market
- Ability to deal with decision making process in complex organizations and generate collaboration and followership

**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>

**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.

**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/ne>

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Division

International

Business Unit

Innovative Medicines

Location

Poland

Site

Warsaw

Company / Legal Entity

PL03 (FCRS = PL003) Novartis Poland Sp. z o.o.

Functional Area

Marketing

Job Type

Full time

Employment Type

Temporary (Fixed Term)

Shift Work

No

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2. <https://www.novartis.com/careers/benefits-rewards>
3. <https://talentnetwork.novartis.com/ne>
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