

Senior Analyst - Competitive Social Intelligence

Job ID
REQ-10013623
Jul 01, 2024
India

Summary

To perform comprehensive CI analysis at franchise/brand/ disease area level and deriving insights focused on strategic imperatives. Holistic CI Surveillance of competitor products/company and Therapy area (TA) of interest. 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 collaborators. To provide proactive support and timely communicate competitive threats from external factors (Market, Competitor & Portfolio Analysis). 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

Senior Analyst – Competitive Intelligence

Location – Hyderabad #LI Hybrid

About the Role:

Perform comprehensive CI analysis at franchise/brand/ disease area level and deriving actionable insights focused on strategic imperatives. Support Senior Insights Manager in coordinating inputs for situational analysis, key management presentations and workshops. Holistic CI Surveillance of competitor products/company and Therapy area (TA) of interest. Provide proactive support and timely communicate competitive threats from external factors (Market, Competitor & Portfolio Analysis) and optimize opportunities in both clinical and marketing activities.

Key Responsibilities:

- Working closely with global clinical, marketing and CI teams to add business value through secondary data analysis
- Tracking Competitive developments using multiple Novartis subscribed databases e.g. ClinicalTrials.gov, TrialTrove, Adis, IMS etc, working in close collaboration with CI/Clinical/IPT teams.
- Tracking competitive developments in new areas-imaging, biomarkers, compliance trials etc and report back to Clinical teams, provide input into adapting clinical trial designs. Present key issues and learnings to ICT/IPT teams
- Work is differentiated from usual secondary vendors through additional value in bringing insights into trial designs/recruitment criteria/implication of meeting primary/secondary endpoints/potential guideline implications

- Manage Pre-congress planning (via abstract mining) and Post-congress reporting activities.
- Collating materials gathered by the CI vendors, which is then reviewed, summarized. The key lessons and takeaways are then distilled by CI advisors with recommendations and insights for the brand and development teams.
- Developing strategic implications of 'traffic-light' news reports, including applicable team actions; managing communications with the team and external customers as necessary. Supporting ad-hoc projects and 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.

Essential Requirements:

- **Education:** PhD/Masters Degree in Life Sciences. MBA from reputed institutes.
- **Languages:** Fluent spoken and written English essential
- **Experience:** 5+ years of local Pharma work experience in Competitive Intelligence, Market Intelligence, Business Development & Licensing or consulting assignments.
- Independently manage 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
- Engage the customers and effectively communicate the CI process, objectives and outcomes.

Desirable Requirements:

- Expertise in all critical aspects of competitive intelligence and manages CI initiatives for a given a TA
- Supports the development and implementation of new ways of information presentation.

Why Novartis: Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

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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?
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Division
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Business Unit
CTS
Location
India
Site
Hyderabad (Office)
Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited
Functional Area
Marketing
Job Type
Full time
Employment Type
Regular
Shift Work
No
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