

BE&E Head

Job ID
REQ-10027793
Nov 27, 2024
Jordan

Summary

- Business Excellence & Execution Head is responsible for
 - Providing guidance and support to anticipate, identify, accelerate and support the performance and implementation of new and competitive business models aimed to drive innovation that will shape the health care system enabling faster access to our portfolio, maximizing execution and business excellence
 - Manage overall performance of Mature Brands portfolio, including execution of marketing & promotional strategies, goals and operational plans to manage product lifecycle
 - Adopt strategic framework for the digital solutions portfolio with the ultimate goal to –
 - 1) Accelerate time to treatment
 - 2) Enhance customer experience
 - 3) Effectiveness & efficiency of our M&S model

The incumbent covers a platform of sub-teams, which across-TA delivers expertise on Business excellence, Customer Solutions, Digital Customer Engagement, Congress & Events, Data Strategy Insights & Analytics, Field Force Excellence & Learning (only for key markets, number of capability pools depends on the country size).

The incumbent has a deep understanding of key business dynamics, external models and customers as well as other functions as market access, marketing and medical particularities of the key drugs of the franchises.

About the Role

Distributors management

- Oversee all distributor relationships to ensure alignment with brands objectives and market strategies.
- Strategic evaluation of collaborative external agreements and guide in processes to finalize and implement partnership deals
- Supervision of agreements management (including stakeholders management and full governance).
- This includes direct supervision of the In-Market Brands Lead, who is responsible for executing brand initiatives and maintaining strong partnerships with distributors. The BE&E Head will provide guidance and support to the In-Market Brands Lead, facilitating effective communication and collaboration between brand teams to optimize performance and drive market growth.

TA Mature Brands

- The BE&E Head will provide guidance and support to the In-Market Brands Lead, facilitating effective

communication and collaboration with respective distributors.

- Accountable for delivering the therapeutic area brand performance with respect to sales, market share, and profitability to meet or exceed budget targets
- Drive the growth of the TA by establishing growth plans for existing products, effectively manage their life cycle, establish and manage effective strategic partnerships
- Entrepreneurial approach to portfolio management to optimize ROI across a diverse range of brands through the lifecycle by actively investing across brands with shared/pooled services and flexibly budgeting according to prioritized outcomes.
- Leveraging targeted strategies and innovative, cost-effective GTM models to efficiently commercialize non-priority diverse set of brands. Use digital engagement channels, innovative access models & cross-portfolio reimbursement deals / discounts to maximize value across the lifecycle, including Business-to-business selling, account management and contracting focus, “non-personal promotion” to HCPs
- Incorporate opportunities to maximize lifecycle value and differentiate beyond efficacy to address non-clinical barriers and product enhancements (e.g., devices, digital services)

Business Excellence & Operations

- Responsible for adopting, updating and implementing new go-to-market strategies, with the aim to innovate, accelerate Patient Journey and secure future competitive advantage.
- Drives adoption of Innovative commercial models across the organization
- Develops and implements of robust execution approaches and action plans for Salesforce Excellence and Effectiveness
- Identifies opportunities and development of action plans and execution that will increase overall effectiveness and efficiency of the organization
- Enables of all Sales, Access and MSL teams with tailored information, systems, training and tools to optimise their activities and business (e.g., best-in-class educational curriculums/ trainings & tools for customer-facing and customer operations roles.
- Drives operations, ensures implementation, and follow up of commercial execution initiatives to achieve best possible outcomes meeting customer and patient needs. Manage budget process and monitor execution.
- Leads and designs an organization-wide learning and capability building programs (Marketing, Sales, Market Access & Medical) making sure proper skills and capabilities for long-term business success exist.
- Ensures consistent measurement and monitoring (metrics, KPIs, etc) of external competitiveness and execution (e.g., benchmarks against competitors, audits such as STEM, IMS and ATUs, market share progression, NRx/TRx tracking etc)
- Deploys and follows up on processes across TA’s ensuring compliance and the implementation of business Rules/Processes & Practices for correct Customer Data Management CRM

Customer Engagement & Solution (Data & Digital)

- Proactively identifies and adopts new customer solutions with an innovative and customer-in mind- set.
- Develops multichannel digital strategy and solutions to enhance customer engagement as well as strengthens digital capabilities
- Ensures capabilities and toolsets to enable data-driven decision making across business including the measurement of customer engagement and experience
- Drive Customer engagement Performance: - Quantity & Productivity (of targeted customer engagement - Quality & Mix (impact on business and voice of customer 'VOC') to support the in-market performance of

priority brands

- Adopts and implements Global /IM solutions to local customer needs, and actively promotes best practice sharing across the enterprise
- Drives effective localization of global digital platforms to develop and implement fit-for-purpose digital solutions to maximize the number of patients and benefits/outcomes for our priority brands and disease areas
- Leads implementation of digital/technology/AI solutions to continuously improve the standard solution portfolio to enable priority brand teams to increase customer engagement and market share
- Serves as a thought leader and advisor identifying trends, customer solutions, participating in industry forums and events, and evaluating competitive offerings in the market to enhance customer engagement and satisfaction.
- Has and maintains a strong external network of digital and AI solution providers, technologic innovators and business experts to position Novartis as tech-savvy healthcare system partner and identifies early opportunities in fast evolving digital healthcare arena
- Align risk assessment & management and ensure compliance

Drive the spirit of “ONE Team” across all functions (TA first) by supporting a team approach to focus on our patients, payers and customers as our top priorities.

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>

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Division

International

Business Unit

Innovative Medicines

Location

Jordan

Site

Jordan

Company / Legal Entity

JOP0 (FCRS = CH024) NPHS RO Jordan

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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