

# Strategy Manager

Job ID  
REQ-10029999  
Nov 13, 2024  
Taiwan

## Summary

Develop and implement integrated brand goals for assigned products to achieve market share and sales targets. Lead and collaborate closely with cross-functions to ensure full accountability for strategic and operational plans, optimizing profitability, market share, and revenue growth for the assigned brand portfolio. Pioneer to build ecosystem to propel innovative medical treatment (for GTx) in Taiwan and establish external partnership to shape government policy and to accelerate patient access and outcomes.

## About the Role

### Major accountabilities:

- Works closely with the Region & Global team to roll-out GTx marketing strategy and tactics in Taiwan
- Lead the launch of Zolgensma IT and ensure adherence to APMA LRR (Launch Readiness Review) standards and frameworks
- Develop and implement integrated brand/s plans for assigned product(s)'s to achieve market share and sales targets
- Ensures that the Regional & Global strategy is implemented and external growth opportunities are adequately reflected in the country plans, at all times in line with regional and global functions;
- Learning agility involves quickly adapting to new information and knowledge about diseases or brands and promptly implementing it into brand execution
- Analyze industry trends, competitor activities, and growth opportunities; translate market intelligence into brand strategies; leverage disease and market knowledge to gain customer insights using appropriate tools and techniques
- Generate brand specific insights through understanding of local key stakeholders mapped and patient journey and brand impact on the medical society; Able to integrate insights to identify gaps and opportunities and translate then to effective and innovative solutions
- Work collaboratively with business intelligence function to define and shape appropriate market research plans to gather required data and insights
- Utilize insights from the cross-functional team, market research and competitor intelligence to develop and implement strategic and operational plans
- Responsible for managing brand budgets including planning, forecasting, spending, optimization and evaluation of cost effectiveness opportunities
- Communicate effectively with commercial team to ensure the strategy execution, alignment, and partner with cross-functional and cross-TA team (including patient access, Medical, KAM, etc.) to optimize product performance and adjust plans accordingly
- Lead and collaborate with cross-functional team, provide an ongoing feedback and directions to create positive impact and drive the business. Leverage the team's knowledge, skill set and competencies to

deliver the right solution to the right patient

- Build network with cross-country colleagues to exchange knowledge and share best practices
- Manage effective agency partnerships; Work with partnership companies to ensure that positioning and messaging is aligned across companies
- Engages in a continuous learning journey with KOLs to develop advocacy, identify current and future opportunities and insights
- Be recognized as the expert of TA owner by developing and continuously updating knowledge on therapy, products, competitors and market
- Coordinate with KAM and other HEMA colleagues to ensure smooth and timely contract set up with key treatment sites
- Coordinate with HEMA colleagues to ensure seamless follow-up at hospital level in order to meet with reimbursement guidelines
- Coordinate with customer service, supply chain and logistic service provider to enhance the distribution
- Acts as a brand champion creating excitement and enthusiasm both internally and externally

**Key performance indicators:**

- Market share & market share growth.
- Performance management and employee relations, feedback, meetings, surveys (i.e. Field Force, Marketing capabilities, Global Marketing, Medical Department, Regulatory Department)
- Ensure full compliance to all regulatory requirements

**Minimum Requirements:**

**Work Experience:**

- +2 years disease/product strategy experiences, and +1 years sales or customer engagements experiences
- With gene therapy or rare disease experience is plus
- Obtain business skills in developing strategy and execution plans, analyzing data to identify insights/opportunity/gaps; good at communication
- Good at insight understanding and strategy development
- Good analytical skills and design thinking capability
- Able to drive and ensure business plan execution excellence
- Project excellence: able to demonstrate good leadership in leading, collaborating with cross functions and driving result. (proven track record of project lead is required)
- Being agile to change, purpose-driven, willing to support others' success

**Education:**

- University degree plus in Health/Life Science related; preferably with pharmacy background; MBA is a plus

**Skills:**

- Agility.
- Cross-Functional Collaboration.
- Influencing Skills.
- Marketing Strategy.
- Stakeholder Management.

**Languages :**

- Fluency in English and Mandarin.

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Division

International

Business Unit

Innovative Medicines

Location

Taiwan

Site

Taipei

Company / Legal Entity

TW03 (FCRS = TW003) Novartis (Taiwan) Co. Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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