

# Portfolio Engagement Lead, Essential Medicines

Job ID  
REQ-10030057  
Nov 22, 2024  
Denmark

## Summary

Location: Denmark, Hybrid. (Both field and office based)

The Portfolio Engagement Lead, Essential Medicines (PEL), in partnership and close collaboration with the Portfolio Manager is a hands-on versatile role that explores new ways of engaging with customers, utilizing all resources and capabilities already available to repackage and maximize value. This person is responsible for maximizing opportunities across profitable brands in the Essential Medicines portfolio and execute a range of tactics to make it happen.

Based on market and brand dynamics and opportunities this role is responsible for developing and implementing tactics that capture short term value gains while ensuring patient access to treatments within the Essential Medicine portfolio.

This position reports to the Business Excellence & Execution Director.

## About the Role

### Your Key Responsibilities:

Your responsibilities include, but not limited to:

- Support the Portfolio strategy led by the Portfolio Manager, and implement and deploy strategic cross-functional and omni-channel tactics.
- Identify and prioritize most critical business opportunities together with Portfolio manager and execute tactics for prioritized brands in Essential Medicines portfolio to maximize outcomes and maintain market share.
- Engage externally with relevant stakeholders (HCP, payors, local decision makers) to capture business opportunities and gain insights to fuel the strategic & tactical planning.
- Explore new and innovative digital ways of engaging with key stakeholders to maximize reach with limited resources.
- Develop promotional and customer support material to sustain the Essential Medicines Portfolio, making data backed decisions, combined with customer insights, to identify low hanging fruit tactics that can move the needle in the short to mid-term (3-6 months).
- Act in compliance with applicable policies, procedures, and other regulations.
- Report technical complaints /adverse events /special case scenarios related to Novartis products within 24 hours of receipt.

## Essential Requirements:

- Education: BA or MSC Degree.
- Min. 3 years of experience from a Brand Manager/Field Brand Manager or Product Manager position from Pharma.
- Understanding of the Pharma business.
- Proficient Danish and English, both written and spoken.
- Digital (Omnichannel) experience.
- Team player with strong collaboration skills.
- Excellent communication skills (written, verbal and presentation).

**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

Denmark

Site

Copenhagen

Company / Legal Entity

DK06 (FCRS = DK006) Novartis Healthcare A/S

Functional Area

Sales

Job Type

Full time

Employment Type

Regular

Shift Work

No

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