

Portfolio Lead

Job ID
REQ-10032066
Dec 09, 2024
Egypt

Summary

Location: Cairo, Egypt #LI-Hybrid

About the Role:

As a Portfolio Lead, you will be responsible for understanding market dynamics and identifying opportunities to drive growth for these brands. Additionally, collaborates with pharmacists and distributors to strengthen relationships and gather market insights. The role involves reporting recommendations to the company to optimize brand performance and overall portfolio strategy.

About the Role

Key Responsibilities:

- Develop and execute commercial strategies for mature and non-promoted brands, aligned with the company's overall portfolio goals. Monitor and analyze market trends, competitor activities, and customer insights to identify growth opportunities and potential risks.
- Collaborate with cross-functional teams, such as Sales, Marketing, and Medical Affairs, to ensure efficient execution of brand strategies.
- Anticipate market trends, consumer behavior, and regulatory changes related to mature and non-promoted brands. Conduct regular market research and analysis to gain a deep understanding of customer needs and preferences.
- Utilize market intelligence to identify potential market gaps, competitive advantages, and growth opportunities for the brands.
- Engage with pharmacists and distributors to build strong partnerships and enhance brand presence in the market. Collaborate closely with sales teams to optimize product availability and ensure adequate distribution and visibility.
- Leverage relationships to gather valuable market insights and feedback on brand performance, competitive landscape, and customer satisfaction.
- Analyze brand performance data, market trends, and competitive intelligence to generate actionable insights and recommendations. Prepare comprehensive reports and presentations to communicate findings, opportunities, and optimal strategies to senior management.
- Collaborate with the broader team to propose initiatives and tactics to enhance brand performance and advance the overall portfolio strategy. Collaborate closely with other teams, such as Marketing, Sales Operations, and Market Access, to align brand strategies with overall commercial objectives.
- Work together with the Medical Affairs team to ensure accurate and compliant communication of product information to healthcare professionals and stakeholders.

- Seek input and collaborative solutions with relevant internal stakeholders to address challenges and identify innovative approaches. Maintain a business development capability for Global BD&L activities in the Country if any. Participate in the execution of the organization's BD&L strategies and plans. Support any future BD&L projects, including the prioritization of activities.

Essential Requirements:

- Bachelor's Degree in a relevant discipline.
- 5+ years of experience in Brand Management, Marketing, Sales or related Commercial roles within the Pharmaceutical/Healthcare industry.
- Strong English language proficiency.
- Advanced Communication skills.
- Strong cross-functional collaboration skills.

Desirable Requirements:

- MBA is preferred.
- Project Management Experience.

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.

Novartis is a proud member of the [ILO Global Business and Disability Network](#) and the [Valuable 500](#), promoting the inclusion of people with disabilities in workplaces around the world. We also collaborate with international partners, such as [Disability: IN](#), [Purple Space](#), and [Business Disability Forum](#) to identify and develop best practice solutions to enable people with disabilities to participate as equal members of our organization.

Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

Skills Desired

Business Development, Collaboration, Curiosity, Customer Experience, Education, Evaluation, Finance, Lifesciences, Media Campaigns, Merchandising, Proactivity, Sales, Scouting, Search, Selling Skills, Transactions, Waterfall Project Management, Wireless Communication

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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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>

Business Unit
Innovative Medicines
Location
Egypt
Site
New Cairo
Company / Legal Entity
EG02 (FCRS = EG002) Novartis Pharma S.A.E
Functional Area
Sales
Job Type
Full time
Employment Type
Regular
Shift Work
No
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