

# Therapeutic Area Head (f/m/d), Vienna, Austria

Job ID  
REQ-10032186  
Dec 05, 2024  
Austria

## Summary

The new TA Head will be responsible for consistently shaping and implementing a cross-functional brand strategy. This person will evolve globally-created early brand strategies, such as the Integrated Product Strategies, into a competitive, cross-functional launch plan that is fit-for-purpose for core IMI markets and sets a foundation for launch success for Novartis' next blockbusters.

The TA Head contributes to strategic, cross-functional decisions for International and above-brand strategic initiatives, including partnerships, policy shaping, and for launched assets, will monitor and respond to major events and competitive landscape developments.

This person leads, manages, and develops the overall performance of the TA's current and future product portfolio, delivering sales and profits within agreed budgets. They also lead and develop a high-performing sales and marketing team and build effective, enduring business relationships with key customers and stakeholders.

The TA Head will lead the TA for Austria, covering both sales and marketing activities, with the responsibility to drive performance and develop operational strategy

## About the Role

### Your key responsibilities:

#### Performance & Launch

- 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 therapeutic area by establishing growth plans for existing products, effectively managing their life cycle, successfully launching line extensions and new products.
- Design and drive new commercial partnership models to maximize impact
- Define, drive, and oversee the launch planning and execution of upcoming key launches.
- Optimize sales force performance and return on investment.
- Enhance sales force capabilities and continue to develop innovative commercial strategies.
- Responsible for the budget and financial performance of the therapeutic area, ensuring alignment with all Ethics, Risk & Compliance policies.

#### Strategic Agility / Business Acumen / Results-Orientation

- Translate Global Therapeutic Area strategy, content, and solutions into localized tactical measures.
- Develop and execute tactical brand/launch plans at the local level.
- Partner with other Therapeutic Area heads and support the development of an agile, customer-led digital and customer solutions strategy.

- Support strategic portfolio development activities for the business.

### **Strong Partnership/Stakeholder Management**

- Create meaningful relationships with external TA relevant institutional stakeholders (HCP`s, local payers, patient organization etc) aligned with strategic TA priorities
- Develop impactful solutions and new partnership models, based upon a deep understanding of the account's objectives and needs

### **Leadership & Culture**

- Coordinate and manage cross-functional teams (Sales, Marketing, Medical, Value & Access) to effectively execute on prioritized tactics.
- Successfully lead the Therapeutic Area team, foster innovation, and manage all people-management related processes.
- Identify and build key capabilities, talent pipelines, and ensure proper development of assigned people.
- Attract, develop, and retain top-level value & access talent, and build strong succession plans.
- Drive the spirit of "ONE Team" across all functions and inspire people through role modeling cultural behaviors.

### **Additional Responsibilities**

- Defines, develops, and oversees short and long-term strategic marketing (and sales) plans in line with regional & global marketing strategy.
- Monitors market trends, sales, and product performance, conducts regular reviews against plans, and takes corrective action as required.
- Works with the global, regional, and country teams to support commercial assessments, new product development, forecasting, and lifecycle management.
- Drives effective, tiered market support to interpret, localize, and operationalize launch strategies and deliverables

### **What you'll bring to the role:**

Essential:

- University degree in Science and/or degree in Business, Marketing or Clinical Research
- MBA or Doctoral degree (MD/Pharm. D/PhD) preferred
- English fluent spoken & written;
- German language is beneficial
- Substantial sales & marketing experience within the pharmaceutical industry, including experience in management positions
- Track record of highly successful delivery and positive performance results, with P&L responsibility
- 10+ years of relevant experience working with high-performing regional and local marketing, medical, and access teams in the healthcare/life sciences industry
- Proven ability to drive successful launches
- Reliable self-starter, proactive, initiator, change agent
- Demonstrable leadership skills and experience engaging with and introducing innovation into HCS
- In-depth knowledge of customer/marketplace, key dynamics, and competitors' strategies within the TA
- Comfortable working as the first employee in a new organization; hands-on, roll-up-the-sleeves approach essential
- Able to analyze financial and industry data related to sales, market share, price/volume, call activity,

market research, etc.

- Capable of credibly articulating data related to market trends, performance, and strategies to achieve goals to various internal and external audiences
- Entrepreneurial yet maintaining the highest degree of integrity, representing the company's high ethics, moral behavior, and professionalism
- The highest ethics and moral standards; unquestioned integrity needed for the complexity of this role
- Travel as required

## **Why Novartis?**

769 million lives were touched by Novartis medicines in 2020, and while we're proud of this, we know there is so much more we could do to help improve and extend people's lives.

We believe new insights, perspectives and ground-breaking solutions can be found at the intersection of medical science and digital innovation. That a diverse, equitable and inclusive environment inspires new ways of working.

We believe our potential can thrive and grow in an unbossed culture underpinned by integrity, curiosity and flexibility. And we can reinvent what's possible, when we collaborate with courage to aggressively and ambitiously tackle the world's toughest medical challenges. Because the greatest risk in life, is the risk of never trying!

## **Imagine what you could do here at Novartis!**

In addition to a market-competitive base salary, we offer an attractive incentive program, a modern company pension scheme, learning and development options as well as worldwide career opportunities within the Novartis group. In accordance with Austrian law, we are obliged to disclose the minimum salary. For this position the minimum salary is € 120.000/year (on a full time basis). In most cases, the actual salary will be higher, as we strive to maintain a competitive position in the market and consider your previous experience, qualifications and individual competencies.

We are open for part-time and job sharing models and support flexible and remote working where possible.

## **Commitment to Diversity & Inclusion:**

Novartis is committed to building an outstanding, inclusive work environment and diverse team's representative of the patients and communities we serve.

Our recruitment decisions are based on selecting the best person for the job, regardless of gender, religion, age, colour, race, sexual orientation, nationality or disability.

**Join our Novartis Network:** If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here:

<https://talentnetwork.novartis.com/network>

**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>

**Join our Novartis Network:** Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up:

<https://talentnetwork.novartis.com/network>

**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>

Division

International

Business Unit

Innovative Medicines

Location

Austria

Site

Vienna

Company / Legal Entity

AT06 (FCRS = AT006) Novartis Pharma GmbH

Functional Area

Commercial & General Management

Job Type

Full time

Employment Type

Regular

Shift Work

No

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## **Adjustments for Applicants with Disabilities**

If because of a medical condition, physical disability or a neurodiverse condition you require an adjustment during the recruitment process, please reach out to [disabilities.austria@novartis.com](mailto:disabilities.austria@novartis.com) and let us know the nature of your request as well as your contact information. The support which we can provide will include advice on suitable positions as well as guidance at all stages of the application process. Austrian law provides candidates the opportunity to involve the local disability representative, Behindertenvertrauensperson (BVP), in the application process. If you would like to request this, please let us know in advance as a note on your CV.

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