

Manager – BSI Competitive & Social Intelligence

Job ID
REQ-10037362
Feb 03, 2025
India

Summary

Perform comprehensive CI analysis at franchise/brand/ disease area level and deriving actionable insights focused on strategic imperatives. Support Senior Insights Manager in coordinating inputs for situational analysis, key management presentations and workshops. Holistic CI Surveillance of competitor products/company and Therapy area (TA) of interest. Provide proactive support and timely communicate competitive threats from external factors (Market, Competitor & Portfolio Analysis) and optimize opportunities in both clinical and marketing activities.

About the Role

Manager – BSI Competitive & Social Intelligence

Location – Hyderabad

About the Role: Perform comprehensive CI analysis at franchise/brand/ disease area level and deriving actionable insights focused on strategic imperatives. Support Senior Insights Manager in coordinating inputs for situational analysis, key management presentations and workshops. Holistic CI Surveillance of competitor products/company and Therapy area (TA) of interest. Provide proactive support and timely communicate competitive threats from external factors (Market, Competitor & Portfolio Analysis) and optimize opportunities in both clinical and marketing activities. Key Responsibilities:

- Working closely with International commercial, clinical, V&A and integrated insights teams to add business value through secondary desk research and effectively managing primary CI activities
- Tracking Competitive developments using multiple Novartis subscribed databases e.g. ClinicalTrials.gov, TrialTrove, etc, working in close collaboration with CI/Medical/Commercial/x-functional teams. Ensures deliverables adhere to CI communications plan and ethical guidelines
- Tracking competitive developments in new areas-imaging, biomarkers, compliance trials etc and report back to respective teams, provide input into adapting clinical/commercial/regulatory strategies for key NVS portfolio
- Manage Pre-congress planning (via abstract mining) and Post-congress reporting activities.
- Collating materials gathered by the primary CI vendors, which is then reviewed, summarized. The key lessons and takeaways are then distilled by CI advisors with recommendations and insights for the brand/x-functional teams.
- Developing strategic implications of 'traffic-light' news reports, including applicable team actions; managing communications with the team and external customers as necessary. Supporting ad-hoc projects and internal

meetings such as Scenario Planning pre-read preparation, clinical trial/pipeline report updates, Global Brand Team meeting preparations, brand/ CDP / LCM/BOS plan inputs etc.

-Supervises the work of CI analysts and provides supportive coaching and guidance

Role Requirements

Essential Requirements:

-Education: PhD/Masters Degree in Life Sciences. MBA from reputed institutes.

-Languages: Fluent spoken and written English essential

-Experience: 8+ years of local Pharma work experience in Competitive Intelligence, Market Intelligence, Business Development & Licensing or consulting assignments.

Desirable Requirements:

-Expertise in all critical aspects of competitive intelligence and manages CI initiatives for a given a TA

-Supports the development and implementation of new ways of information presentation.

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.

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Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message

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

Operations

Business Unit

Innovative Medicines

Location

India

Site

Hyderabad (Office)
Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited
Functional Area
Marketing
Job Type
Full time
Employment Type
Regular
Shift Work
No
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