

# Business Excellence & Execution Lead, APMA

Job ID  
REQ-10040380  
Feb 18, 2025  
Singapore

## Summary

The Business Excellence & Execution Lead, APMA role ensures effective measurement and management of business executions and excellence in the region. She/he provides holistic analytics and draws insights from TA's and countries' performance, field force productivity, external benchmarks. She/he is accountable for data analytics roadmap and Customer insight mining for APMA and takes ownership of defining and scaling global solutions and capabilities building at region and country level on governance and reporting. She/he infuses patient and customer-centricity insights to APMA commercial strategy and drives launch excellence with regional and local TA's. She/he champions the efforts in revamping APMA's data quality and provides high-quality data into Novartis data lake and draws insights for informed decision making and personalized customer solutions with the transformation of customer engagement models.

## About the Role

Major Accountabilities:

## Contribute to an integrated, cross-functional performance management approach

- Apply behavioral science/AI/big data to define and gather external insights (customer/competitor/market) to develop a standard set of KPI's which monitor/(predict) customer experience, brand/business /performance across the Region
- Drives Launch excellence in coordination with regional TA heads and local country teams.
- Define and scale data and AI products (incl. reporting) for business teams. Strive for a unified view on the customer across data sources to enable new business growth.
- Advise its stakeholders on potential corrective actions and necessary adjustment to strategies and brand campaigns
- Support innovation and capability building, including new techniques, behavioral science/AI/big data and automation to enhance process efficiency, value of Insights and advise which initiatives will generate the highest customer/business value
- Take accountability of improving data quality and contribute actively to building a high-quality data lake for Novartis, in collaboration with Global and across Advanced, Aspiring Markets Markets/Clusters.
- Support the development of innovative commercial strategies/models to increase competitiveness and ensure success in an evolving healthcare environment
- Incorporate novel data sources and apply advanced analytics to optimize future models
- Understand and apply industry-leading primary and secondary market research approaches

# Support development and execution of Global/Regional strategies/processes

- Support the Regional Strategic Planning Process and propose a standardized set of KPI's which facilitate the translation, operationalization and optimization of that strategy across Advanced, Aspiring Markets Markets/Clusters.
- Champion launch excellence with Launch Readiness Reviews and asset prioritization meetings. In collaboration with the Regional Medical/Value and Access teams, bring data-based insights and analytics for key pre-launch outcomes of our key pipeline assets that need to be achieved in the years L-3 to L+1 which will lead to a significant acceleration of adoption post approval.
- Input in key processes from a customer-in perspective to simplify and enhance interactions with our customers and advise on potential adjustments to the marketing mix (omnichannel) and new Go-to-Market models.
- Provide 360 views on the progress Advanced, Aspiring Markets/Clusters are making vs strategy and goals, and identify areas of strength to expand to other countries as well as areas of improvements.

## Key Performance Indicators

- Delivering impact by leveraging data, insights and leading 'data driven decision making'
- Delivery in-line with objectives (quality, cost, timeliness, productivity)
- Quality of data in Novartis data lake
- Leading regional projects and successful adoption focusing on business impact
- Region performance, according to defined targets

## Ideal Background

### Education:

- University degree (management, psychology, computer science, maths/statistics, behavioral science)

### Languages:

- English fluent spoken & written

### Experience & Skills :

- 10 years or more years of experience in business/marketing/sales, business excellence and business insights, preferably in healthcare, FMCG or consulting industry
- Experience in field force effectiveness management, customer facing leadership and launch experiences are highly desirable.
- Proven track record of translating complex challenges into simple 'business speak' and presenting data driven solutions to internal clients up to the executive level to drive impact
- Successfully led cross functional, cross countries projects, ability to focus on 'critical few' and deliver impact through change management
- Experienced in managing cross-functional projects and remote teams, and in vendor assessment and management
- At least 2+ market archetype experiences ideally in APMA and previous experience client service role preferred
- Ability to design and execute qualitative and quantitative analyses and to synthesize the challenges and opportunities

- Able to leverage data related to market trends, performance, and strategies to achieve goals to various internal and external audiences
- Ability to synthesize information to develop recommendations, and to persuade/influence senior stakeholders on a recommended path of action with strong problem-solving skills
- Organizational savvy & matrix collaboration (bringing the external focus in), with a strong customer-centricity mindset
- Operational excellence: through processes and procedures, get things done while focusing on innovation and continuous improvement whenever possible

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

**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

Singapore

Site

Mapletree Business City (MBC)

Company / Legal Entity

SG90 (FCRS = SG015) Novartis Asia Pacific Pharmaceuticals Pte. Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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