

# Private Market Field Manager

Job ID  
REQ-10041091  
Feb 18, 2025  
Poland

## Summary

The Private Market Field Manager will be responsible for developing and executing a comprehensive strategy to maximize the out-of-pocket (OOP) market potential for a key pharmaceutical product. This role will involve conducting market analysis, developing patient access solutions, and collaborating with internal and external stakeholders to ensure the commercial success of the drug in non-reimbursed settings. The ideal candidate will have deep expertise in pharmaceutical private markets, patient access, and a strong ability to navigate complex regulatory and competitive environments. This highly market-facing individual also integrates business strategy knowledge with forward-looking analysis of the market, identifying its opportunities and challenges.

## About the Role

### Major accountabilities:

#### Strategy Development and Execution

- Develop and implement a strategic roadmap to drive commercial success in out-of-pocket (OOP) markets, including business-to-business (B2B) and healthcare professionals (HCPs)
- Create compelling value propositions for patients and providers, ensuring clear communication of the product's benefits. Explore and implement innovative access models, such as digital solutions, to enhance availability and convenience in private markets
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#### Market Analysis

- Conduct comprehensive market research to identify opportunities, trends, and challenges within private and OOP market segments. Analyze competitor products, pricing models, and market access strategies

#### Stakeholder Engagement

- Collaborate with cross-functional teams, including marketing, sales, medical affairs, value & access, and finance, to ensure alignment on strategy execution. Engage with external stakeholders such as healthcare providers, private insurers, and HCPS

#### Regulatory & Compliance Oversight

- Ensure all OOP market initiatives comply with relevant local regulations and industry standards. Monitor and adapt to changes in pharmaceutical pricing, reimbursement, and OOP policies

#### Sales & Performance Tracking

- Set and track key performance indicators (KPIs) for OOP market penetration, sales targets, and patient adherence. Utilize data and analytics to inform strategy adjustments and report on performance to the business

## General

- Observe & follow the good practices, corporate policies and local law in the area of responsibilities
- Undertake to observe confidentiality requirements
- Collect and report Adverse Events in accordance with Novartis standards
- Continuously improve and share knowledge internally

## Key performance indicators:

- Sales revenue and revenue growth in designated accounts -Operating budget for designated key accounts (Budget, Cost, Sales, etc.)

## Minimum Requirements:

- University degree (scientific, economics or business degree)
- Language skills: fluent English (speaking, writing, listening)
- At least 3-years working experience in pharmaceutical industry
- Marketing & sales knowledge in promotion of medicinal products
- Strategic Thinking and Competitive Intelligence
- Strategy Planning and Implementation
- Business Acumen
- Strong cross-functional team player, enthusiasm to work together and to inspire the Team
- Excellent negotiation and persuasion skills, interpersonal and efficient communication
- Ability to quickly build collaborative working relationships with a diverse range of stakeholders
- Entrepreneurial and proactive management skills with a “can do attitude” to manage fast-growing market

## Work Experience:

- Handling quality metrics & issues
- Team management experience is preferred
- Sales experience in multinational companies
- Key account management experience
- Clinical Trial Design, Data Review & Reporting
- Innovative & Analytical Technologies

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Division

International

Business Unit

Innovative Medicines

Location

Poland

Site

Warsaw

Company / Legal Entity

PL03 (FCRS = PL003) Novartis Poland Sp. z o.o.

Functional Area

Sales

Job Type

Full time

Employment Type

Regular (Sales)

Shift Work

No

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