

Business Excellence & Execution Head

Job ID
REQ-10044183
Mar 12, 2025
Malaysia

Summary

Business Excellence & Execution Head is responsible for Providing guidance and support to anticipate, identify, accelerate and support the performance and implementation of new and competitive business models aimed to drive innovation that will shape the health care system enabling faster access to our portfolio, maximizing execution and business excellence

- Responsible to adapt and develop the functions' capacity and capabilities according to the service needs required for the direction as articulated by the TA Heads. This includes managing the fields of primary market research, analysis and interpretation of data, support of sales effectiveness, advertising, branding and positioning activities, marketing capability development, CRM and e-marketing, developing and managing SLAs.

- Adopt strategic framework for the digital solutions portfolio with the ultimate goal to –
 - 1) Accelerate time to treatment
 - 2) Enhance customer experience
 - 3) Effectiveness & efficiency of our M&S model

The incumbent covers a platform of sub-teams, which across-TA delivers expertise on Business excellence, Customer Solutions, Digital Customer Engagement, Congress & Events, Data Strategy Insights & Analytics, Field Force Excellence & Learning (only for key markets, number of capability pools depends on the country size).

The incumbent has a deep understanding of key business dynamics, external models and customers as well as other functions as market access, marketing and medical particularities of the key drugs of the franchises.

About the Role

Major accountabilities:

Business Excellence & Operations

- Responsible for adopting, updating and implementing new go-to-market strategies, with the aim to innovate, accelerate Patient Journey and secure future

competitive advantage.

- Drives adoption of Innovative commercial models across the organization

- Develops and implements of robust execution approaches and action plans for Salesforce Excellence and Effectiveness
- Identifies opportunities and development of action plans and execution that will increase overall effectiveness and efficiency of the organization
- Enables of all Sales, Access and MSL teams with tailored information, systems, training and tools to optimise their activities and business (e.g., best-in-class educational curriculums/ trainings & tools for customer-facing and customer operations roles.
- Drives operations, ensures implementation, and follow up of commercial execution initiatives to achieve best possible outcomes meeting customer and patient needs. Manage budget process and monitor execution.
- Leads and designs an organization-wide learning and capability building programs (Marketing, Sales, Market Access & Medical) making sure proper skills and capabilities for long-term business success exist.
- Ensures consistent measurement and monitoring (metrics, KPIs, etc) of external competitiveness and execution (e.g., benchmarks against competitors, audits such as STEM, IMS and ATUs, market share progression, NRx/TRx tracking etc)
- Deploys and follows up on processes across TA's ensuring compliance and the implementation of business Rules/Processes & Practices for correct Customer Data Management CRM

Customer Engagement & Solution (Data & Digital)

- Proactively identifies and adopts new customer solutions with an innovative and customer-in mind- set.
- Develops multichannel digital strategy and solutions to enhance customer engagement as well as strengthens digital capabilities
- Ensures capabilities and toolsets to enable data-driven decision making across business including the measurement of customer engagement and experience
- Drive Customer engagement Performance: - Quantity & Productivity (of targeted customer engagement - Quality & Mix (impact on business and voice of customer 'VOC') to support the in-market performance of priority brands

- Adopts and implements Global /IM solutions to local customer needs, and actively promotes best practice sharing across the enterprise
- Drives effective localization of global digital platforms to develop and implement fit-for-purpose digital solutions to maximize the number of patients and benefits/outcomes for our priority brands and disease areas
- Leads implementation of digital/technology/AI solutions to continuously improve the standard solution portfolio to enable priority brand teams to increase customer engagement and market share
- Serves as a thought leader and advisor identifying trends, customer solutions, participating in industry forums and events, and evaluating competitive offerings in the market to enhance customer engagement and satisfaction.
- Has and maintains a strong external network of digital and AI solution providers, technologic innovators and business experts to position Novartis as tech-savvy healthcare system partner and identifies early opportunities in fast evolving digital healthcare arena · Align risk assessment & management and ensure compliance

Healthcare Solutions

- Design and execute healthcare solutions to improve patient outcomes at scale in partnership with internal or external partners; expanding to more than one therapeutic area especially where there is high unmet needs · Centralize planning and execution of marketing solutions to improve patient experience through existing and new patient support programs and/or screening solution programs · Drive transformation agenda for IM Malaysia, including a portfolio of transformative solutions using AGILE methodology, coaching scrum teams with clearly defined metrics to help the teams learn fast Drive the spirit of “ONE Team” across all functions (TA first) by supporting a team approach to focus on our patients, payers and customers as our top priorities.

Key performance indicators:

- Customer satisfaction and customer retention - Accuracy of reporting-performance data, budgets, financial reporting - Internal surveys-results in areas of operations, processes vs.
- benchmarks

Minimum Requirements:

Work Experience:

- Marketing in Healthcare / Pharma business.
- Sales in Healthcare / Pharma / related business.

Languages :

- English.

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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<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

Malaysia

Site

Selangor

Company / Legal Entity

MY01 (FCRS = MY001) Novartis Corporation (Malaysia) Sdn. Bhd. (19710100054)

Functional Area

Sales

Job Type

Full time

Employment Type

Regular

Shift Work

No

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