

Customer Engagement Partner

Job ID
REQ-10013322
Juni 25, 2024
Taiwan

Zusammenfassung

The Customer Engagement Partner (CEP) in cover two elements including (i) developing tailored brand strategy & tactical plan and (ii) facilitating day-to-day sales operation of the CAR-T therapy treatment centers. CEP will support developing the tailored brand strategy & tactical plan for the CAR-T therapy treatment centers and will lead promotional projects as relevant. CEP will also coordinate among key stakeholders including HCPs, hospital administrators, supporting physicians, and relevant al-ied health staff in order to implement the tactical plans in the CAR-T therapy treatment centers. Educate the key stakeholders in the treatment centers and referral centers on value proposition and related information of CAR-T therapy through F2F interactions and pre-planned activities to maximize treatment rate and referral rate. CEP will also on-board and certify key stakeholders including HCPs, apheresis and cell labs, transplant coordinators, pharmacy, and non-clinical administrators for both existing and new treatment centers. CEP will also man-age the day-to-day process to ensure that CAR-T therapy is delivered efficiently to patients once they are identified.

About the Role

Major accountabilities:

- Support development and implementation of brand strategy and tactical plans
- Responsible for the financial management including sales achievement and spending management
- Responsible for the development and execution of promotional materials/programs
- Responsible for developing account level strategy which may include account planning and tactical implementation for assigned CAR-T sites to create access, partnership opportunities to advance the business and pull through marketing initiatives
- Coordinate appropriate education of all key stakeholders in hospital and communicate the value of CAR-T therapy to the treatment team
- Build key business relationships within CART sites and with key medical experts and decision-makers to ensure CAR-T therapy access for patients
- Lead portions of initial site training including product PI, logistics, communication plan and product ordering
- Optimize the customer experience by ensuring that the CAR-T therapy treatment process is as effective and efficient as possible. Coordinate cell status (e.g. viability, location) throughout the CAR-T therapy treatment process
- Deliver key medical value of CAR-T treatment to key stakeholders in both treatment centers and other referral centers through F2F engagement and pre-planned activities
- Develop and establish effective referral chain between the treatment centers and referral centers
- Work collaboratively with related internal stakeholders to achieve pre-defined objective

- Have Hema patient journey understanding, optimization and execution plan in selective accounts

Key performance indicators:

- § Patient uptake in the CAR-T therapy treatment centers
- § Brand patient market share growth vs. market and competitor
- § Implementation of smooth day-to-day sales operation and seamless referral process within the CAR-T therapy treatment centers
- § Delivery of strong business plan including brand strategy and tactical plan based on account and overall market dynamics
- § Development and implementation of value-based solutions with designated CAR-T therapy treatment centers, and successful accomplishment of KPIs as set within, as measured by Cell and Gene Commercial Lead.
- Effective business partnership relationships with the top-tier medical experts to deliver clearly determined mid-long term business success

Minimum Requirements:

Work Experience:

- Minimum of 5 years pharmaceutical experience and more than 3 years of experience in one of the following areas:
 - Key account management,
 - sales experience,
 - MSL experience
 - Product Management experience
 - Proven track record of successful key account management and ability to establish and cultivate relationship with top-tier medical experts
 - Demonstrated ability to engage on deeply medical topics with confidence while balancing a commercial mindset
 - Experience in the field of Hematology is a plus
 - Strong Strategic and Business Acumen skills
 - Strong project management skills
 - Proven ability to establish and cultivate rapport with top-tier medical experts
 - In depth knowledge of healthcare industry and environment
 - Documentation skills (e.g. Excel, PPT)

Skills:

- Customer Service Management
- Join Value Creation (Stakeholder engagement) .
- Agile and innovative leadership
- Healthcare management & HCS thinking
- Digital engagement & data analytics
- Applied Business Insight
- Operation Excellence & Execution
- Project Management
- Interpersonal Skills

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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Abteilung

International

Business Unit

Innovative Medicines

Ort

Taiwan

Website

Taipei

Company / Legal Entity

TW03 (FCRS = TW003) Novartis (Taiwan) Co. Ltd

Alternative Location 1

Taiwan

Functional Area

Der Umsatz

Job Type

Full time

Employment Type

Regular

Shift Work

No

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