

# Associate Director, New Products, Integrated Insights CRM (hypertension)

Job ID  
REQ-10015254  
Juli 16, 2024  
USA

## Zusammenfassung

**Location:** On-site This position will be located at East Hanover, NJ site and will not have the ability to be located remotely. This position will require up to 10% travel as defined by the business (domestic and/ or international). Please note that this role would not provide relocation and only local candidates will be considered. **About the Role:** The Associate Director of the CRM (hypertension) New Products Therapeutic Area (TA) will be responsible for leading integrated insights efforts for CRM (hypertension) New Products. This role will involve strategic planning, execution, and analysis of market research initiatives to drive the success of the CRM (hypertension)TA. The Associate Director will play a meaningful role in identifying customer insights, market trends, and competitive intelligence to inform decision-making and drive business growth.

## About the Role

### Key Responsibilities:

- Develop and implement comprehensive market research strategies to support the CRM (hypertension) TA
- Lead a team of market researchers and analysts to execute primary market research studies, including qualitative and quantitative research methods.
- Interface and collaborate with external vendors and research partners to execute research studies, ensuring adherence to project timelines, quality standards, and budgetary constraints.
- Identify customer needs, preferences, and behaviors through a variety of research methodologies such as surveys, focus groups, and interviews.
- Analyze market trends, competitor activities, and key performance indicators to provide actionable insights and recommendations to senior management.
- Collaborate cross-functionally with Commercial, Medical, Access, Product Strategy, and other teams to ensure alignment of market research activities with business objectives.
- Stay updated on the latest industry trends, advancements in market research techniques, and regulatory changes to drive innovation and excellence in primary market research efforts.
- Prepare and present reports and presentations to communicate research findings, strategic recommendations, and insights to key Collaborators.

### What You'll Bring to the Role:

**Education:** Bachelor's degree in Marketing, Business Administration, or a related field. Master's degree preferred.

## Essential Requirements:

- Minimum of 6 years of experience in primary market research, preferably within the pharmaceutical or healthcare industry
- Strong understanding of market research methodologies, including qualitative and quantitative research techniques.
- Proven track record of successfully leading and managing market research projects from planning to execution to analysis
- Excellent analytical skills with the ability to translate data into actionable insights and strategic recommendations
- Proficient in using market research tools and software for data collection, analysis, and reporting.
- Strong communication and presentation skills, with the ability to effectively communicate complex research findings to both technical and non-technical partners

## Desirable Requirements:

- Prior experience in CRM (hypertension) and/or new product development
- Knowledge of regulatory requirements and compliance related to market research in the pharmaceutical industry
- Experience leading a team of market researchers or analysts
- Familiarity with syndicated data sources and secondary market research methodologies.
- Strong project management skills with the ability to manage multiple projects simultaneously

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**You'll Receive:** You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

The pay range for this position at commencement of employment is expected to be between \$166,400 and 249,600/year; however, while salary ranges are effective from 1/1/24 through 12/31/24, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an "at-will position" and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

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**Commitment to Diversity & Inclusion:** 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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**Accessibility & Reasonable Accommodations**

The Novartis Group of Companies are 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 application process, or to perform the essential functions of a position, please send an e-mail to [us.reasonableaccommodations@novartis.com](mailto:us.reasonableaccommodations@novartis.com) or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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