

Customer Strategy, Capability & Excellence Head

Job ID

REQ-10016454

Aug. 02, 2024

Italien

Zusammenfassung

~ Responsabile dell'ideazione e dell'implementazione di soluzioni funzionali di marketing che guidano una scala e un impatto tangibile. Fornire capacità e competenze di Thought Leadership nella definizione di marchi e / o strategie di nuovi prodotti per un franchising, nonché gestione diretta della linea di un team di Brand Insights per fornire analisi tattiche e strategiche per il portafoglio. Progettare, coordinare, supportare le decisioni commerciali di business identificare potenziali opportunità di mercato. Per sostenere la crescita sostenibile nella regione e sfruttare forti capacità di esecuzione commerciale, fornire competenze su aree specifiche come l'eccellenza commerciale, il digitale e i lanci, contribuendo al contempo a coordinare e sfruttare l'esecuzione di piani commerciali e iniziative di crescita in tutta la regione.

About the Role

Key responsibilities:

Your responsibilities include, but are not limited to:

- Lead the customer strategy to enhance **360° customer experience and satisfaction**, including building and strengthening relationships with external stakeholders to enhance industry congresses and events strategy
- **Design and enable customer journeys to shift customer behaviours**, overlaying the solutions to the **respective segments of the customer journeys**
- Elevate **customer-centric experience, design, and data visualization tools** to learn and derive insights from our customer experience and engagement
- Anticipate **future commercial & field capabilities** and drive **organisational capability building programmes**, by understanding future capabilities and the broader context.
- **Lead and develop a team**, providing guidance, coaching, and mentoring as needed
- Partner with other IBEEEM teams as well as influence and collaborate with cross-functional teams (TAs, medical...) to ensure successful execution of customer strategy initiatives
- Develop and implement effective change management initiatives to facilitate continuous improvement, also implementing global projects at a local level, acting as the liaison between global and local, ensuring a seamless implementation

Essential Requirements:

- Strategic thinking and proven management of larger scale, diverse projects combined with the ability to influence matrix organizations
- Be able to work on cross-functional processes, have an AGILE mindset, and be capable of implementing a transformation starting from new governance, processes, tools, and capabilities.

- Be AI curious, have some experience with AI and data analytics, and possess strong data proficiency.
- Be able to understand corporate objectives and translate them into customer-facing logics, while respecting compliance and pharma industry regulations
- Focus on marketing and all customer-facing functions, with strong experience in marketing preferred
- Experiences in leading change management initiatives
- > 10 years of experience in leadership roles and in leading teams
- Coaching, mentoring and agile transformation experiences
- Strong strategic and Analytical skills
- Curiosity for innovation and exploring new models and capabilities having strategic vision to adapt innovation to drive new capability and customer strategy models
- Master's degree (STEM preferred)
- Italian and English on a fluent level

Preferred Requirements:

- Above country experience
- Well-developed understanding of pharma market environment
- Understanding on agile way of working, pharma marketplace including key dynamics, market environments

Why Novartis?: Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

You will 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>

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

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