

# Franchise Head, NS

Job ID  
REQ-10032844  
Dez. 09, 2024  
China

## Zusammenfassung

-Responsible for a consistent, cross-functional brand strategy shaping and implementation, for all assets having moved from Global to International TA until the handover to IBBI. Will evolve globally created early brand strategies, such as the Integrated Product Strategies (IPS) into a competitive, truly cross-functional launch plan that is fit-for-purpose for core IMI markets and sets a foundation of launch success for Novartis' next blockbusters. (International) -Leads strategic, cross-functional decisions for International and above-brand strategic initiatives, incl. partnerships, policy shaping, and for launched assets, will monitor and respond to major events and competitive landscape developments. (International) -Close interaction with core IMI markets, collaboration with MAP and CE&E teams to shape launch deliverables and TA-relevant customer experiences/ journeys and campaigns/ content for major IMI markets, and with respective IM-US counterpart to ensure consistent brand positioning worldwide, leverage learnings and transferable practices. (International) -Leads, manages and develops the overall performance of the TAs current and future product portfolio and deliver sales and profits within agreed budgets. (Region/cluster/country) -Leads and develops a high-performing sales and marketing team and build effective and enduring business relationships with key customers/ stakeholders. (Region/cluster/country) -Typically leads a medium to large revenue country organization, covering both sales and marketing activities, with responsibility to drive performance and develop operational strategy for their organization. (Region/cluster/country)

## About the Role

### Major accountabilities:

- Ensures appropriate compliance against company policies and procedures.
- Responsible for the budget and financial performance of the unit.
- Develops and implements a regional strategic and operational plan for the TA in close collaboration with local and global teams.
- Closely follows competitors on the market and provides local marketers with tools to evaluate and counteract competitive entrance on the market.
- Works with external key opinion leaders in the field to implement projects to optimize patient management and drive the TA forward.
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt -Distribution of marketing samples (where applicable)

### Key performance indicators:

- Financial & Business results (Revenue growth, Profitability, Market share) -Maximization of launch readiness and portfolio value/ growth of key assets for major IMI markets.
- Ensuring the delivery of TA Strategy in major IMI markets.

- Strategy/Market Focus (Resource allocation, Long-term BU strategy and planning, Market access effectiveness/impact, Novartis market reputation) -Operational Excellence (Delivery against development milestones, Product launch success) -People, Capabilities, and Management (Our Voice survey, Talent development, talent acquisition, Culture, D&I KPIs, Succession Plans strength, High profile turnover, Code of Ethics)

**Minimum Requirements:**

**Work Experience:**

- P&L or Unit Accountability.
- Leading large and/or diverse multi-functional teams.
- Geographic Scope.
- People Leadership.

**Skills:**

- Agility.
- Asset Management.
- Business Development.
- Business Strategy.
- Commercial Excellence.
- Cross-Functional Collaboration.
- Customer Orientation.
- Digital Marketing.
- Go-To-Market Strategy.
- Healthcare Sector Understanding.
- Influencing Skills.
- Inspirational Leadership.
- Key Account Management.
- Market Access.
- Market Share.
- Market Trend.
- Marketing Strategy.
- Negotiation Skills.
- People Management.
- Priority Disease Areas Expertise.
- Product Launches.
- Product Lifecycle Management (PLM).
- Product Positioning.
- Profit And Loss (P&L).
- Sales.
- Selling Skills.
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Partnerships.
- Value Propositions.

**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>

**Join our Novartis Network:** Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: <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>

Abteilung

International

Business Unit

Innovative Medicines

Ort

China

Website

Shanghai (Shanghai)

Company / Legal Entity

CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Functional Area

Kommerzielle und allgemeine Verwaltung

Job Type

Full time

Employment Type

Regular

Shift Work

No

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Novartis is 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 recruitment process, or in order to perform the essential functions of a position, please send an e-mail to [diversityandincl.china@novartis.com](mailto:diversityandincl.china@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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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