

Customer Engagement Partner

Job ID
REQ-10040468
Febr. 12, 2025
Taiwan

Zusammenfassung

The Customer Engagement Partner (CEP) in Solid Tumor TA will cover three elements including (i) developing tailored brand strategy & tactical plan and (ii) facilitating day-to-day sales operation of the Radioligand therapy treatment centers. (iii) Establishing the eco-system of Radioligand therapy.

CEP will support developing the tailored brand strategy & tactical plan for the radioligand therapy treatment centres and will lead promotional projects as relevant. CEP will also coordinate among key stakeholders including HCPs, hospital administrators, supporting physicians, and relevant allied health staff in order to implement the tactical plans in the radioligand therapy treatment centres. Educate the key stakeholders in the treatment centres and referral centres on value proposition and related information of radioligand 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, Nuclear medicine, NSP, pharmacy, and non-clinical administrators for both existing and new treatment centres. CEP will also manage the day-to-day process to ensure that radioligand therapy is delivered efficiently to patients once they are identified.

CEP will help on the eco-system establishment from ground which consolidating the qualification information of Novartis Taiwan to make sure business sustainability of radioligand therapy in Taiwan.

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 radioligand 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 radioligand therapy to the treatment team and strong engagement with KOLs
- Build key business relationships within radioligand sites and with key medical experts and decision-makers to ensure radioligand 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 radioligand therapy treatment process is as effective and efficient as possible.

- Develop and establish effective referral chain between the treatment centres and referral centres
- Work collaboratively with related internal stakeholders to achieve pre-defined objective with cross-functional team.

Key performance indicators:

- Patient uptake in the radioligand therapy treatment centres
- Brand patient share growth vs. market and competitor
- Implementation of smooth day-to-day sales operation and seamless referral process within the radioligand therapy treatment centres
- 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 radioligand therapy treatment centres, and successful accomplishment of KPIs as set within, as measured by radioligand 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: a.) Key account management, b.) sales experience, c.) MSL experience and/ or d.) product management experience e) Hospital channel 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 Oncology is a plus

Skills:

- 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)

Languages :

- Chinese
- English

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Abteilung

International

Business Unit

Innovative Medicines

Ort

Taiwan

Website

Tai Chung

Company / Legal Entity

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

Functional Area

Der Umsatz

Job Type

Full time

Employment Type

Regular

Shift Work

No

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