

Senior TA Strategy Lead - Specialty

Job ID
REQ-10003615
Abr 25, 2024
Japón

Resumen

The TA Strategist is responsible to co-develop IMI TA strategy, localising global IMI strategy to optimize sales, grow market share and revenue for a brand or set of brands in the short and long term.

About the Role

Major accountabilities:

- Engage with global TA to shape future strategy and ensure Japan market voice is heard
- Engage with International TA to input requirements for pre and post launch from Japan
- Localize strategy to Japan market and set brand priorities to drive TA performance
- Liaise with TA ecosystem leads to ensure that operational requirements are consistent with the strategy
- Drive forecasting of Brand Performance and work with TA Ecosystem leads to estimate cost to deliver priorities
- Develop deep understanding of the market dynamics in the Therapeutic Area, identifying short and long term opportunities to enhance the brand

Key performance indicators:

- Brand sales and market share

Minimum Requirements:

Education:

- A University level (bachelors) degree; Marketing, Business Administration, Clinical Research, or related field.
- MBA a plus.

Languages:

- English: Business level mandated
- Japanese: Business level mandated

Experience/Professional requirement:

- Experience working cross-functionally and trans-nationally
- Pharmaceutical marketing experiences
- 5-7 years of experience in field sales, related marketing services, brand management and/or medical activities.

- Strong interpersonal skills
- Business planning, analysis, management reporting skills
- Internal cross functional communication and leadership

Competency

- Strong relationship management and natural collaborator
- Experience and capable of managing Global communications
- Strategic, analytical and creative thinking
- Agile mindset

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>

Ubicación

Japón

Sitio

Tokyo

Company / Legal Entity

JP05 (FCRS = JP005) Novartis Pharma K.K.

Functional Area

Márketing

Employment Type

Regular

Shift Work

No

[Apply to Job](#)

Job ID

REQ-10003615

Senior TA Strategy Lead - Specialty

[Apply to Job](#)

Source URL: <https://www.adacap.com/careers/career-search/job/details/req-10003615-senior-ta-strategy-lead-specialty>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. <https://www.novartis.com/careers/benefits-rewards>
4. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Tokyo/Senior-TA-Strategy-Lead---

Specialty_REQ-10003615

5. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Tokyo/Senior-TA-Strategy-Lead---Specialty_REQ-10003615