

# Product Manager- Cardiovascular

Job ID  
REQ-10017522  
Ago 04, 2024  
Tailandia

## Resumen

Location: Bangkok, Thailand #LI Hybrid Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you. About the Role: Responsible for ensuring the achievement of brand sales, market share, revenue growth and management of brand through the development and implementation of marketing plans. This role reports directly into the Marketing Manager.

## About the Role

- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand.
- Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.
- Identifies area market insights and opportunity via customer interactions.
- Executes central marketing activities as well as regional initiated marketing activities.
- Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives.
- Collaborate with cross functional teams to maximize activities.

## Essential Requirements:

- Bachelor's degree in pharmacy
- Have a minimum of 2 years of marketing experience in the pharmaceutical industry with a proven track record in strategic planning and execution
- Experience in cardiovascular will be advantage
- Cross Cultural Experience
- Project Management
- Operations Management and Execution

**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>

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División

International

Business Unit

Innovative Medicines

Ubicación

Tailandia

Sitio

Bangkok

Company / Legal Entity

TH05 (FCRS = TH005) Novartis (Thailand) Limited

Functional Area

Márketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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