

# Radioligand Therapy Product Manager

Job ID  
REQ-10031024  
Nov 29, 2024  
Corea del Sur

## Resumen

• As Novartis aspires to solidify market leadership in innovative medicines space, RLT plays key strategic role as an innovative platform. Novartis Korea will establish RLT technology as an innovative therapy platform to become an important pillar in cancer treatment. RLT Product manager is responsible for all marketing related activities to launch new RLT products as well as in-market activities for existing RLT product.

## About the Role

### Major accountabilities:

- Works closely with cross-functional team on localization and execution of global/regional strategy, coordination of launch activities and creation of local 11P/Tactical plans, reflecting country local customer and healthcare system insights
- Responsible for execution, monitoring and analysis of the agreed tactical plans to ensure the growth of the brand(s)
- Drive the development of promotional activities in line with internal SOPs and Code of Conduct guidelines
- Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives
- Ensure continuous insights generation (including periodical KoL visits) to adjust plan according to market situations
- Support sales team on sales training, marketing materials, etc

### Essential Requirements:

- Extensive (> 5 years) of operational experience with the emphasis on product management, ideally across a variety of different therapy areas
- Prostate cancer marketing experience required.
- Proven track record of working cross-functionally (medical, finance, sales, health economics, marketing access)
- Strong strategic mindset and in-depth knowledge of customer/marketplace, key dynamics, and current knowledge of key competitors and their likely strategies
- Business proficiency in English & Native level of local language skill

**You'll 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:**

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**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>

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División

International

Business Unit

Innovative Medicines

Ubicación

Corea del Sur

Sitio

Seoul

Company / Legal Entity

KR01 (FCRS = KR001) Novartis Korea Limited

Functional Area

Márketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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