

# Launch Manager

Job ID  
REQ-10035966  
Ene 22, 2025  
Malasia

## Resumen

Define product strategy in agreement with local management and global marketing department and implement supporting tactical plans/projects.

## About the Role

### Major accountabilities:

- Lead pre-launch planning and execution excellence for product pipeline launches.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s)
- 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.
- Identify area market insights and opportunity via customer interactions. Execute central marketing activities as well as regional initiated marketing activities.
- Monitor product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives.
- Collaborate with Marketing and Medical teams to maximize activities: Scout centers, KOLs and OLs by disease within assigned territory.
- Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory

### Key performance indicators:

- Prelaunch excellence and execution according to timeline
- Performance management and employee relations, feedback, meetings, surveys (i.e. Field Force, Marketing capabilities, Global Marketing, Medical Department, Regulatory Department)
- Ensure full compliance to all regulatory requirements

### Minimum Requirements:

#### Work Experience:

- Brand launch experience
- Cross Cultural Experience.
- Project Management.
- Operations Management and Execution.

**Skills:**

- Agility.
- Asset Management.
- Commercial Excellence.
- Cross-Functional Collaboration.
- Customer Orientation.
- Digital Marketing.
- Healthcare Sector Understanding.
- Influencing Skills.
- Marketing Strategy.
- Negotiation Skills.
- Operational Excellence.
- Priority Disease Areas Expertise.
- Product Lifecycle Management
- Product Marketing.
- Product Strategy.
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Partnerships.

**Languages:**

- English.

*Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.*

**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

Malasia

Sitio

Selangor

Company / Legal Entity

MY01 (FCRS = MY001) Novartis Corporation (Malaysia) Sdn. Bhd. (19710100054)

Functional Area

Marketing  
Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
No  
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