

# Prostate & RLT Sr. Manager/BU Management.

Job ID  
REQ-10038670  
Feb 14, 2025  
México

## Resumen

- ~ Responsable de una configuración e implementación de una estrategia de marca consistente y multifuncional, para todos los activos que se han movido de TA Global a Internacional hasta la entrega a IBBI.~ Evolucionará las primeras estrategias de marca creadas a nivel mundial, como las Estrategias Integradas de Producto (IPS) en un plan de lanzamiento competitivo y verdaderamente multifuncional que sea adecuado para los mercados centrales de IMI y establezca una base para el éxito del lanzamiento para los próximos éxitos de taquilla de Novartis. (Internacional)
- ~ Apoya las decisiones estratégicas y multifuncionales para iniciativas estratégicas internacionales y por encima de la marca, incluidas las asociaciones, la formulación de políticas y para los activos lanzados, monitoreará y responderá a los principales eventos y desarrollos del panorama competitivo. (Internacional)
- ~ Estrecha interacción con los principales mercados de IMI, colaboración con los equipos de MAP y CE&E para dar forma a los entregables de lanzamiento y experiencias de clientes / viajes y campañas / contenido relevantes para TA para los principales mercados de IMI, y con la contraparte de IMUS para garantizar un posicionamiento de marca consistente en todo el mundo. (Internacional)
- ~ Lidera, gestiona y desarrolla el rendimiento general de la cartera de productos actuales y futuros de los TA y entrega ventas y ganancias dentro de los presupuestos acordados. (Región/cluster/país)
- ~ Lidera y desarrolla un equipo de ventas y marketing de alto rendimiento y construye relaciones comerciales efectivas y duraderas con clientes / partes interesadas clave. (Región/cluster/país)
- ~ Por lo general, lidera una organización de ingresos de un país , que cubre tanto las actividades de ventas como de marketing, con la responsabilidad de impulsar el rendimiento y desarrollar la estrategia operativa de una cartera de productos específica. (Región/cluster/país)

## About the Role

### Responsibilities:

Responsible for delivering TA sales, market share and profitability to meet or exceed budget objectives.  
(Region/cluster/country)

Defines, develops and supervises short and long-term strategic marketing (and sales) plans in line with the regional and global marketing strategy.

Responsible for designing and successfully executing the Radioligand Platform plan in Mexico (RLT Care).

Monitors market trends, sales and product performance, conducts periodic reviews against plans and takes corrective action as necessary.

Responsible for the unit's budget and financial performance. (Region/cluster/country)

Ensures alignment with all ethics, risk and compliance policies and manages key processes.

### **Key Performance Indicators**

~ Responsible for a consistent, cross-functional brand strategy setup and implementation, for all assets that have moved from TA Global to International until handover to IBBI. ~ You will evolve globally created first brand strategies such as Integrated Product Strategies (IPS) into a truly cross-functional, competitive launch plan that is suitable for IMI's core markets and establishes a foundation for launch success for upcoming Novartis blockbusters. (International)

~ Supports strategic and cross-functional decisions for international and above-brand strategic initiatives, including partnerships, policy formulation and for launched assets, will monitor and respond to major events and developments in the competitive landscape. (International)

~ Close interaction with major IMI markets, collaboration with MAP and CE&E teams to shape launch deliverables and TA-relevant customer/journey experiences and campaigns/content for major IMI markets, and with IMUS counterpart to ensure consistent brand positioning across the globe. (International)

~ Leads, manages and develops the overall performance of TAs' current and future product portfolio and delivers sales and profits within agreed-upon budgets. (Region/cluster/country)

~Leads and develops a high-performing sales and marketing team and builds effective, long-lasting business relationships with key customers/stakeholders. (Region/cluster/country)

~ Typically leads a very small country revenue organization, covering both sales and marketing activities, with responsibility for driving performance and developing operational strategy for a specific product portfolio. (Region/cluster/country)

### **Work Experience**

~Profit and Loss (P&L) or Unit Liability

~People leadership

### **Skills**

~Business Development

~Value propositions

~Marketing strategy

~Market share

~Market trend

~Business Strategy

~Customer orientation

~Key Account Management

- ~Asset Management
- ~Marketing strategy
- ~Commercial Excellence
- ~Experience in Priority Disease Areas
- ~Understanding the healthcare sector
- ~Releases
- ~Profit and Loss (P&L)
- ~Sales
- ~Sales skills
- ~Strategic alliances
- ~Influence skills
- ~Negotiation skills
- ~Stakeholder Management
- ~Stakeholder participation
- ~Inspirational leadership
- ~People Management
- ~Agility
- ~Product life cycle management
- ~Digital Marketing
- ~Multifunctional collaboration

## **Language**

English proficiency

## **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>

## **Commitment to Diversity and Inclusion**

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>

**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>

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División

International

Business Unit

Innovative Medicines

Ubicación

México

Sitio

INSURGENTES

Company / Legal Entity

MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.

Functional Area

Gerencia Comercial y General

Job Type

Full time

Employment Type

Regular

Shift Work

No

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## Ajustes de accesibilidad

Novartis tiene el compromiso de trabajar y proporcionar adaptaciones razonables para personas con discapacidad. Si, debido a una condición médica o discapacidad, necesita una adaptación razonable para cualquier parte del proceso de contratación, o para desempeñar las funciones esenciales de un puesto, envíe un correo electrónico a [tas.mexico@novartis.com](mailto:tas.mexico@novartis.com) y permítanos conocer la naturaleza de su solicitud y su información de contacto. Incluya el número de posición en su mensaje.

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