

# Associate Product Manager

Job ID

394166BR

avr 21, 2024

Hong Kong Special Administrative Region, China

## Résumé

-To manage and develop the overall performance of the business franchise/unit's product portfolio, including development and implementation of marketing and promotional strategies, goals and operational plans to maximize product awareness, and deliver sales and profits within agreed budgets. -Managers of a below very small revenue organization, covering both sales and marketing activities.

## About the Role

### Major accountabilities:

- Accountable for supporting and delivering the business unit/ franchise sales, market share, and profitability to meet or exceed budget targets.
- Deploy strategies to achieve business's goals, maintain/improve sales, profit and market share consistent with the overall organization goals -Manage sales and marketing teams to include thorough and well-coordinated input into brand strategy and ensure close integration and tactical execution in field -Support local Marketing product and Sales strategy in terms of allocating resources, portfolio priorities and brand image -Develop close collaborative relationships with external customers as well as internal customers to support medical and commercial activities -Responsible for the budget and financial performance of the unit, ensure alignment to all Ethics, Risk & Compliance policies and manage key processes.
- Manage applicable people-management related processes (recruiting, performance management, coaching).
- Identify and build key capabilities, talent pipeline and ensure proper development of assigned people.
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt -Distribution of marketing samples (where applicable)

### Key performance indicators:

- BU revenue and revenue growth, market share and market share -growth, profitability -Operational Excellence

### Minimum Requirements:

#### Work Experience:

- P&L or Unit Accountability.

#### Skills:

- NA.

## Languages :

- English.

**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>

Division

International

Business Unit

Innovative Medicines

Emplacement

Hong Kong Special Administrative Region, China

Site

Hong Kong

Company / Legal Entity

HK02 (FCRS = HK002) Novartis Pharma

Functional Area

Gestion commerciale et générale

Job Type

Full time

Employment Type

Regular

Shift Work

No

[Apply to Job](#)

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

```
iframe{ width: 100%; margin-top: 3rem; } @media screen and (max-width: 767px){ iframe{ height: 30vh !important; } } @media screen and (min-width: 768px){ iframe{ height: 34vh !important; } }
```

Job ID

394166BR

## Associate Product Manager

[Apply to Job](#)

---

**Source URL:** <https://www.adacap.com/careers/career-search/job/details/394166br-associate-product-manager-0>

## List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network> 2/3

3. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Hong-Kong/Associate-Product-Manager\\_394166BR-1](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hong-Kong/Associate-Product-Manager_394166BR-1)
4. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Hong-Kong/Associate-Product-Manager\\_394166BR-1](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hong-Kong/Associate-Product-Manager_394166BR-1)