

# Senior Lead, New Product Planning & Launch Excellence

Job ID

REQ-10043209

Mar 06, 2025

Japon

## Résumé

Serve as the senior commercial lead to maximize the value of Novartis' pipeline products (New Product Planning), while driving launch excellence and execution for near-term assets (Launch Excellence).

## About the Role

Your responsibilities include, but are not limited to the following:

- Analyze market dynamics, insights, competitions, regulations, pricing and market access environment of Novartis' core therapeutic areas (Oncology, Cardiovascular-Renal-Metabolic, Immunology, Neuroscience)
- Work as a country representative in Global team settings to incorporate Japan-specific insights in Global product strategy
- Serve as the Japan point of contact (POC) for the pipeline strategy in selected core therapeutic area, co-shaping the global portfolio strategy
- While this is an individual contributor role, there is a significant matrix management responsibility as the overall lead for selected core therapeutic area
- Develop comprehensive TA portfolio strategy for Japan business in coordination with business development and R&D organizations with a strong focus on local unmet medical needs (e.g., region / country-specific indication opportunities)
- Provide strategic support and serve as the delegate of Head, New Product Planning & Launch Excellence where required
- Lead local cross-functional teams to build brand strategies and to plan and execute pre-launch activities based on a thorough understanding of local market
- Provide new product forecasts for pipeline products and in-licensing opportunities with estimated sales and investments for optimal resource allocation
- Seek endorsements from Global / Local leadership teams on development strategies, brand strategies, pre-launch activities and resource plans at certain decision points
- Support impactful pre-launch strategy development and execution to ensure successful launch

## Education:

- Preferred: Graduate degree in science (PhD / MD / PharmD / Masters), MBA a plus
- Must: University level (bachelors) degree or higher in Business, Science, or other related fields

## Languages:

- Japanese: Fluent
- English: Fluent

## Experience / Professional Requirements:

- An experienced leader with strong New Product Planning (NPP) and/or Launch Excellence (LEX) background in one or multiple therapeutic areas including Oncology, Cardiovascular-Renal-Metabolic, Immunology
- Minimum 8+ years of experience in at least one of the following roles: Clinical Development, Portfolio Strategy, Marketing, Market Access/Pricing, Medical, Drug Development (project / portfolio management)
- Track record of managing and influencing cross-functional senior stakeholders
- Excellent leadership, networking, and communication / negotiation skills both in Japanese and English to work effectively in a highly matrixed and multicultural environment
- Goal-oriented self-starter with out-of-box thinking and entrepreneurial spirit
- Willing to act decisively in an uncertain environment, and mature under pressure
- Strong team player and willing to support and grow with the team

**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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Division

Strategy & Growth

Business Unit

Innovative Medicines

Emplacement

Japon

Site

Toranomon (NPKK Head Office)

Company / Legal Entity

JP05 (FCRS = JP005) Novartis Pharma K.K.

Functional Area

Commercialisation

Job Type

Full time

Employment Type

Regular  
Shift Work  
No  
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[r.japan@novartis.com](mailto:r.japan@novartis.com)

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4. [https://novartis.wd3.myworkdayjobs.com/ja-JP/Novartis\\_Careers/job/Toranomon-NPKK-Head-Office/Senior-Lead--New-Product-Planning---Launch-Excellence\\_REQ-10043209-8](https://novartis.wd3.myworkdayjobs.com/ja-JP/Novartis_Careers/job/Toranomon-NPKK-Head-Office/Senior-Lead--New-Product-Planning---Launch-Excellence_REQ-10043209-8)
5. <mailto:midcareer-r.japan@novartis.com>
6. [https://novartis.wd3.myworkdayjobs.com/ja-JP/Novartis\\_Careers/job/Toranomon-NPKK-Head-Office/Senior-Lead--New-Product-Planning---Launch-Excellence\\_REQ-10043209-8](https://novartis.wd3.myworkdayjobs.com/ja-JP/Novartis_Careers/job/Toranomon-NPKK-Head-Office/Senior-Lead--New-Product-Planning---Launch-Excellence_REQ-10043209-8)