

# Primary Market research - manager

Job ID  
388061BR  
Apr 18, 2024  
India

## Sommario

Responsible to proactively partner with business on analytics and early data-based and actionable insights to accelerate business growth. Provides thought leadership via deep dive analytics on current “hot” market topics. -Champions analytics rigor through hypothesis generation and feedback loop. Merges diverse data sources with Predictive Analytics for next best actions business transforming analytics from a historical growth view to a forward looking predictive perspective leveraging new tools and integrated systems as well as diverse data source. Leverages market research expertise and take on innovative market research methodologies to influence business decision making.

## About the Role

**Manager – Primary Market Research**

**Location – Hyderabad #LI Hybrid**

### About the Role:

Be part of a leading healthcare primary market research team working with brand teams across the globe, as part of Novartis’ longer term strategic plan, to bring a new innovative products to those in need.

This leadership role provides the opportunity to work in collaboration with global and regional brand teams, brand insight teams and marketing teams spanning the full suite of Novartis products throughout their lifecycle stages. Role is critical to business growth and launch impact across pre-launch and growth brands

### Key Responsibilities:

- Plan and design market research analyses based on a sound understanding of the research tools, techniques, datasets, and resources available and their use at various stages of the ‘product life-cycle’
- Have the functional knowledge of and experience using statistical methodologies and analytical models
- Provide effective guidance to planning of studies, including research material design
- Input and guide report structure to illustrate complex analysis in user friendly and easy to digest way
- Provide alternative proposals/different approaches and suggestions for optimization of approach and alignments with other studies performed or planned. Implement and complete studies on local, regional & global level

- Assist line manager/ MR LT with delivery of financial targets for MR. Deeply understand customer needs and promote MR service development
- Meet important metrics tied to performance to contribute to overall financial and department success

### **Essential Requirements:**

- 7-8 years work experience in market research / specialist agencies. Significant experience of driving small and large multi-country MR studies.
- Experience in working across regions and within a commercial, market research team, responsible for managing projects end to end
- Preferred: Knowledge of the disease areas within the Pharma sector, with strong presentation skills
- University degree BA/BS/MA degree in business, statistics/mathematics, medicine, sciences, health economics, sociology, psychology.
- Fluency in English, superior written composition skills

### **Desirable requirements:**

- Ability to communicate optimally and to have a persuasive and credible presentation style
- Strong intuition for business and solution-orientation approach. Experience in remote relationships (on-shore/off-shore capability delivery).

**Why Novartis:** Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

**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:**

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

**Join our Novartis Network:** If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: <https://talentnetwork.novartis.com/network>

**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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Divisione

Operations

Business Unit

CTS

Posizione

India

Sito

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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