

# Cardiovascular Therapeutic Area Head

Job ID  
REQ-10006858  
Nov 06, 2024  
Polonia

## Sommario

- ~ Responsable de la conformación e implementación de una estrategia de marca coherente y multifuncional, para todos los activos que se han trasladado de la asistencia técnica global a la 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 se adapte a los principales mercados de IMI y establezca una base de éxito de lanzamiento para los próximos éxitos de taquilla de Novartis. (Internacional)
- ~ Contribuye a 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, supervisará 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 a las experiencias/viajes y campañas/contenidos de los clientes relevantes 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 actual y futura de las AT y genera ventas y ganancias dentro de los presupuestos acordados. (Región/clúster/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/clúster/país)
- ~ Por lo general, lidera una pequeña organización de país de ingresos, que cubre tanto las actividades de ventas como las de marketing, con la responsabilidad de impulsar el rendimiento y desarrollar la estrategia operativa de una o más carteras de productos. (Región/clúster/país)

## About the Role

### Key Responsibilities:

### Performance & Launch

- Accountable for delivering the therapeutic area brand performance with respect to sales, market share, and profitability to meet or exceed budget targets
- Drive the growth of the TA by establishing growth plans for existing products, effectively manage their life cycle, successfully launch line extensions and new products
- Design and drive new commercial partnership model to maximize impact on ACVD outcome as well as define, drive and oversee the launch planning and execution of upcoming key launches
- Optimize sales force performance and return on investment. Enhance sales force capabilities and continue to develop innovative commercial strategies to ensure success in an evolving healthcare environment

- Responsible for the budget and financial performance of the TA, ensure alignment to all Ethics, Risk & Compliance policies and manage key processes.

### **Strategic agility / Business Acumen / Results-orientation**

- Translate Global TA strategy, content and solution into localized tactical measures; develop and execute on tactical brand/launch plan at the local level
- Partner with other TA heads and support in the development of an agile, customer-led digital and customer solutions strategy which meets the evolving needs of the business, our customers and patients.
- Support strategic portfolio development activities for the business.

### **Strong partnership/stakeholder management**

- Drive or support the implementation of new commercial models in close collaboration with cross functional teams to ensure triple win go-to-market strategies for the TA at the local level
- Develop and strengthen strategic relationships with customers (e.g. physicians, key accounts, specialty pharmacies, KOLs and payors) to support medical and commercial activities

### **Leadership & Culture**

- Coordinate and manage cross-functional teams (Sales, Marketing, Medical, Value & Access) to effectively execute on prioritized tactics
- Successfully lead the TA team, build high performing culture, foster innovation, and manage all people-management related processes as well as identify and build key capabilities, talent pipeline and ensure proper development of assigned people.
- Attract, develop, and retain top-level value & access talent (including other industries), build strong value & access succession plans and build value & access capabilities across the country organization.
- Drive the spirit of “ONE Team” across all functions (TA first) and build diverse, effective & agile teams who deliver consistently as well as inspire people through role modelling cultural behaviors

### **Essential Requirements:**

- University degree in Science and/or degree in Business, Marketing or Clinical Research
- MBA or Doctoral degree (MD/Pharm. D/PhD) preferred
- English fluent spoken & written. Polish language beneficial.
- Substantial sales & marketing experience within pharmaceutical industry, incl. experience in management position
- Track record of highly successful delivery and positive performance results as well as track-record of P&L responsibility
- Demonstrable leadership skills and experience engaging with and introducing innovation into HCS
- While entrepreneurial, ability to maintain the highest degree of integrity, represent the company’s high ethics, moral behavior, and professionalism.
- In depth knowledge of customer/marketplace, key dynamics and current knowledge of key competitors and their likely strategies within the TA
- Candidate must be comfortable working as the first employee in this new organization; in other words, a hands-on, roll up the sleeves approach will be essential.
- Able to analyze financial data as well as industry data related to sales, market share, price/volume, call activity, market research, etc. Able to credibly articulate data related to market trends, performance, and strategies to achieve goals to various internal and external audiences

### **Desirable Requirements:**

- Proven experience leading Out of Pocket products a plus

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change patients' lives. Ready to create a brighter future together? :

<https://www.novartis.com/about/strategy/people-and-culture>

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### **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.

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Divisione

International

Business Unit

Innovative Medicines

Posizione

Polonia

Sito

Warsaw

Company / Legal Entity

PL03 (FCRS = PL003) Novartis Poland Sp. z o.o.

Functional Area

Gestione commerciale e generale

Job Type

Full time

Employment Type

Regular

Shift Work

No

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