

# Customer Insights and Field Force Engagement Manager Adriatic

Job ID  
REQ-10010356  
Ago 19, 2024  
Croazia

## Sommario

-Act as a Sales Force Effectiveness business partner to the sales leaders by designing & implementing Sales Force Effectiveness deliverables including measuring product access and sales performance, segmentation & Targeting, account planning, incentive calculation, CRM system management & creating insights through market analytics. Contribute to the definition of a roadmap on how to excel through sales effectiveness and efficiency in the future. Track all relevant KPIs and sales performance in a standardized manner and be able to comply with future requirements of the market.

## About the Role

### Major accountabilities:

- Develop, support, and ensure the successful implementation and execution of the Commercial Strategy with new capabilities including Go-to-Market models
- Setup infrastructure, systems and processes in close alignment with Regional Commercial Excellence team (CRM, Analytics, Dashboards, Insights, etc.) and ensure high data quality and utilization
- Implement standardized Sales Force Effectiveness systems, tools, analytics, performance dashboards and quantitative and qualitative KPIs
- Manage Field Force productivity and improve quality and transparency of resource allocation decision making by targeting and segmentation, territory design/ alignment, Field Force capacity planning, product allocation, call plan design and monitoring, account planning and performance measurement
- Drive the systematic generation of insights and generating recommendations for the business
- Ensuring the compilation and monthly analysis of market data
- Support and encourage Therapy Areas to provide innovative, digital and competitive operational Go-to-Market models, fostering the culture of excellence
- Encourage omnichannel framework, trigger data behind digital efficiency and helps business to drive innovation in the area of customer engagement
- Deliver and support innovative, competitive and performance driven incentive models
- Align strategic company and Business Unit objectives with commercial and promotion plans and incentive schemes
- Support projects for the business unit that involve resource allocation (e.g. launch planning)
- Support Field Force development, upskilling and capability building.
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt -Distribution of marketing samples (where applicable)

- Timeline, quality and budget of projects
- Management of systems to ensure accurate reporting e.g. customer calls (CRM) and account planning activities and others
- Delivering best practice (innovative-digital) Go to Market models
- Accurate implementation of the incentive scheme and payment calculations
- Implementation & delivery of launch and post launch measurements
- Cross-functional collaboration

**Minimum Requirements:**

**Work Experience:**

- Extensive experience (minimum 10 years; of ComEx/Field Force Effectiveness and/or Sales leadership role (e.g. Customer Engagement Lead or First Line Manager )
- Proven track-record of strategy, commercial and innovation management in pharma

**Skills:**

- Strong analytical skills with the ability to interpret complex data
- Business Analysis
- Proficiency in CRM systems
- Strong project management skill & innovation management skills
- Extremely well-developed understanding of country regulatory and Pharma market environments
- Experience across multiple countries/markets is benefit
- Perfect understanding of new digital trends & innovative solutions, technology platforms and products
- Experience in people development
- Results oriented mindset, and willingness to have extensive involvement in day-to-day operations
- Change management skills and relentless quality mindset
- Business partnership, multi-stakeholder collaboration and influencing across matrix
- Experience across multiple countries/markets is benefit

**Languages :**

- Local language.
- 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>

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Divisione

International

Business Unit

Innovative Medicines

Posizione  
Croazia  
Sito  
Croatia  
Company / Legal Entity  
HR03 (FCRS = HR003) Novartis Hrvatska d.o.o.  
Functional Area  
I saldi  
Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
No  
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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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