

Analyst Competitive Intelligence

Job ID
REQ-10013611
Lug 01, 2024
India

Sommario

-Responsible to work directly with the business to better understand their needs as it pertains the primary and secondary market research, forecasting, field force sizing, segmentation, targeting, analytics etc. Act as a conduit between the business and Global Business Services (GBS) in facilitating support activities. Determine business requirements and then contract the services of GBS to perform the required work. Serve as a point of validation ensuring the GBS output meets local needs.

About the Role

Analyst – Competitive Intelligence

Location – Hyderabad #LI Hybrid

About the Role:

To perform comprehensive CI analysis at franchise/brand/ disease area level and deriving insights focused on strategic imperatives. Holistic CI Surveillance of competitor products/company and Therapy area (TA) of interest. To evaluate impact of these developments on Novartis' clinical/marketing programs; to ensure recommendations and key findings for further review/analysis and manage communication plan to right collaborators.

To provide proactive support and timely communicate competitive threats from external factors (Market, Competitor & Portfolio Analysis). To provide inputs into Clinical Development Plans (CDP) / Lifecycle Management Study (LCM/BOS) designs, situational analysis and strategic positioning; To Support Senior Insights Manager in coordinating inputs for situational analysis, key management presentations and workshops.

Key Responsibilities:

- Independently manage CI process/engagement and monitoring of competitors in focus.
- Working closely with global clinical, marketing and brand teams to add CI intel through secondary data analysis
- Engage the customers and effectively communicate the CI process, objectives and outcomes
- Provides effective and timely responses to ad-hoc CI requests from customers/collaborators
- Evaluating competitor goals, assumptions, capabilities, and strategies; Incorporates and communicates competitor analyses into effective alignment plans and recommendations and present key issues and

takeaways to ICT/IPT teams

- Identifies and understands the nature of the competitive threat and creating competitor profile including timeline assumptions as per customer preferences; Understands the intellectual property situation for the product; Can conduct SWOT analysis
- Expertise in Conference coverage - Manage Pre-congress planning (via abstract mining) and Post-congress reporting activities. Develop KITs/KIQs and align with Brand/Medical teams. Prepare planners and actively track agenda and timelines. Attend key sessions/posters/booths and summarize key findings.
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Essential Requirements:

- **Education:** PhD/Masters Degree in Life Sciences. MBA from reputed institutes.
- **Languages:** Fluent spoken and written English essential
- **Experience:** 3+ years of local Pharma work experience in Competitive Intelligence, Market Intelligence, Business Development & Licensing or consulting assignments.
- Independently manage CI process/engagement and monitoring of competitors in focus.
- Working closely with global clinical, marketing and brand teams to add CI intel through secondary data analysis
- Engage the customers and effectively communicate the CI process, objectives and outcomes.

Desirable Requirements:

- Expertise in all critical aspects of competitive intelligence and manages CI initiatives for a given a TA
- Supports the development and implementation of new ways of information presentation.

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>

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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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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?
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Divisione
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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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