

# Customer Engagement Lead

Job ID  
REQ-10030046  
Nov 14, 2024  
Cipro

## Sommario

The Customer Engagement Lead is responsible for the promotion of products of Novartis Affiliates (the “Products”) and provides information on such Products to healthcare professionals in the assigned geographical region by employing various communication channels in compliance with the applicable legal and ethical requirements, and in line with Novartis strategies and policies.

## About the Role

### Major accountabilities:

- Manage the business relationship and activities with key accounts in order to foster and extend the relationship & obtain the sales targets.
- Develop and maintain relationships with key stakeholders within accounts, developing deep understanding of customer challenges with respect to patients and identifying solutions that enhance patient care.
- Lead the preparation of strategies and individual tactical plans and to give strategic input in terms of analysis, future potential and key programs required for the accounts
- Prepare and negotiate contracts, and guide initiatives that the company launches to target particular account
- Analyze market situation including competitive intelligence activities on key accounts and key competitors
- Contribute to the mapping of stakeholders, including segmentation and profiling and provide accurate and timely data for the Novartis CRM systems
- Responsible for driving the sales operations plan and for achieving agreed sales and broader performance targets for own part of the organization.

### Minimum Requirements:

#### Work Experience:

- Previous experience in a medical or scientific field (3-5 years minimum), interaction with healthcare professionals in various therapeutic areas will be considered an advantage. Ability to develop in-depth business relationships and prove an excellent team player, as showcased in previous roles.

#### Education:

- University degree in Medicine • Pharmacy • Biology • Chemistry • Dentistry or other relevant education in life sciences

#### Languages :

- Fluency – written and spoken – in English and Greek

**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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**Benefits and Rewards:** Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

Divisione

International

Business Unit

Innovative Medicines

Posizione

Cipro

Sito

Cyprus

Company / Legal Entity

CYP0 (FCRS = CH024) NPHS RO Cyprus

Functional Area

I saldi

Job Type

Full time

Employment Type

Regular (Sales)

Shift Work

No

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