

# Integrated Business Insight Manager

Job ID  
REQ-10031450  
Dic 30, 2024  
Italia

## Sommario

- ~ Esplorare, sviluppare, implementare e valutare soluzioni di innovazione digitale che rispondano alle esigenze dei clienti. Co-creare con i principali stakeholder per costruire partnership e collaborazioni
- ~ Guidare la consegna di più progetti attraverso una varietà di canali creativi e di marketing, tra cui la stampa e i media digitali. Sviluppare e coordinare i piani di progetto nelle fasi di progettazione, sviluppo e produzione di un progetto per supportare la consegna di successo entro i KPI impostati.
- ~ Lavora in collaborazione con i team del marchio, i team tecnici e tutte le funzioni per massimizzare il valore
- ~ Fornisce consulenza, consulenza e assistenza sulla strategia per la commercializzazione dei prodotti e influenza il team operativo di marketing/marketing vendite sul processo decisionale sull'allocazione delle risorse della forza vendita nei modi più ottimali, attraverso la consegna di progetti basati sull'analisi comprovata.
- ~ Fornire supporto analitico ai clienti interni di Novartis

## About the Role

### Key responsibilities:

- As Integrated Business Insight manager you will play a key role in supporting the strategy definition of therapeutic areas and IBEEM team providing insights and partnering with the stakeholders
- Gather, analyze and interpret data from different internal and external data sources (market research, internal data analysis and more)
- Generate actionable insights to inform and co-create business strategy and decision making for the TAs
- Be SPOC for Integrated Business Insight team in TAs
- Explore and scout the opportunity to leverage on the existing data with a centralized approach (key insights in one place)
- Work in synergies and collaborate with IBEEM teams to ensure data generation will be beneficial for our value proposition, especially for the development of personalized customer journey
- Partner with Finance / Region Europe / Global Teams to ensure consistency of the insights at the country level with the above country view
- Successfully partner with internal and external stakeholder groups (including the management of external agencies/partners)

### Essential requirements:

- University Degree (STEM area is preferred)
- Italian and English on a fluent level
- 3+ years in the pharmaceutical industry
- Relevant experience in data management & insights generation

- Experience in roles interacting cross functionally in a matrix environment with proven ability in influencing and negotiating skills, team working, business partnering, management of multiple stakeholders
- Experience working with Global and Regional teams
- Innovative mindset and desire to learn/acquire new skills to bring a significant change in the way we collect and use customer data
- Strategic thinker with analytical and creative problem-solving capabilities;
- Accountable, responsible and willing to take ownership;
- Good project/process management skills and good communication skills
- Good understanding of data analysis trends & evolution, with excellent skills in dealing with excel and power point tools

**Desirable requirements:**

- Expertise in business analysis / market research
- Knowledge of data architecture, techniques and data science

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**You will 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.

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Posizione  
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Company / Legal Entity  
IT08 (FCRS = IT008) Novartis Farma S.p.A.  
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