

Launch Manager

Job ID
REQ-10035966
Gen 22, 2025
Malaysia

Sommario

Define product strategy in agreement with local management and global marketing department and implement supporting tactical plans/projects.

About the Role

Major accountabilities:

- Lead pre-launch planning and execution excellence for product pipeline launches.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s)
- Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.
- Identify area market insights and opportunity via customer interactions. Execute central marketing activities as well as regional initiated marketing activities.
- Monitor product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives.
- Collaborate with Marketing and Medical teams to maximize activities: Scout centers, KOLs and OLs by disease within assigned territory.
- Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory

Key performance indicators:

- Prelaunch excellence and execution according to timeline
- Performance management and employee relations, feedback, meetings, surveys (i.e. Field Force, Marketing capabilities, Global Marketing, Medical Department, Regulatory Department)
- Ensure full compliance to all regulatory requirements

Minimum Requirements:

Work Experience:

- Brand launch experience
- Cross Cultural Experience.
- Project Management.
- Operations Management and Execution.

Skills:

- Agility.
- Asset Management.
- Commercial Excellence.
- Cross-Functional Collaboration.
- Customer Orientation.
- Digital Marketing.
- Healthcare Sector Understanding.
- Influencing Skills.
- Marketing Strategy.
- Negotiation Skills.
- Operational Excellence.
- Priority Disease Areas Expertise.
- Product Lifecycle Management
- Product Marketing.
- Product Strategy.
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Partnerships.

Languages:

- English.

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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

Malaysia

Sito

Selangor

Company / Legal Entity

MY01 (FCRS = MY001) Novartis Corporation (Malaysia) Sdn. Bhd. (19710100054)

Functional Area

Marketing
Job Type
Full time
Employment Type
Regular
Shift Work
No
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