

# Manager – BSI Competitive & Social Intelligence

Job ID  
REQ-10037362  
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India

## Sommario

Perform comprehensive CI analysis at franchise/brand/ disease area level and deriving actionable insights focused on strategic imperatives. Support Senior Insights Manager in coordinating inputs for situational analysis, key management presentations and workshops. Holistic CI Surveillance of competitor products/company and Therapy area (TA) of interest. Provide proactive support and timely communicate competitive threats from external factors (Market, Competitor & Portfolio Analysis) and optimize opportunities in both clinical and marketing activities.

## About the Role

Manager – BSI Competitive & Social Intelligence

Location – Hyderabad

About the Role: Perform comprehensive CI analysis at franchise/brand/ disease area level and deriving actionable insights focused on strategic imperatives. Support Senior Insights Manager in coordinating inputs for situational analysis, key management presentations and workshops. Holistic CI Surveillance of competitor products/company and Therapy area (TA) of interest. Provide proactive support and timely communicate competitive threats from external factors (Market, Competitor & Portfolio Analysis) and optimize opportunities in both clinical and marketing activities. Key Responsibilities:

- Working closely with International commercial, clinical, V&A and integrated insights teams to add business value through secondary desk research and effectively managing primary CI activities
- Tracking Competitive developments using multiple Novartis subscribed databases e.g. ClinicalTrials.gov, TrialTrove, etc, working in close collaboration with CI/Medical/Commercial/x-functional teams. Ensures deliverables adhere to CI communications plan and ethical guidelines
- Tracking competitive developments in new areas-imaging, biomarkers, compliance trials etc and report back to respective teams, provide input into adapting clinical/commercial/regulatory strategies for key NVS portfolio
- Manage Pre-congress planning (via abstract mining) and Post-congress reporting activities.
- Collating materials gathered by the primary CI vendors, which is then reviewed, summarized. The key lessons and takeaways are then distilled by CI advisors with recommendations and insights for the brand/x-functional teams.
- Developing strategic implications of 'traffic-light' news reports, including applicable team actions; managing communications with the team and external customers as necessary. Supporting ad-hoc projects and internal

meetings such as Scenario Planning pre-read preparation, clinical trial/pipeline report updates, Global Brand Team meeting preparations, brand/ CDP / LCM/BOS plan inputs etc.

-Supervises the work of CI analysts and provides supportive coaching and guidance

#### Role Requirements

#### Essential Requirements:

-Education: PhD/Masters Degree in Life Sciences. MBA from reputed institutes.

-Languages: Fluent spoken and written English essential

-Experience: 8+ years of local Pharma work experience in Competitive Intelligence, Market Intelligence, Business Development & Licensing or consulting assignments.

#### 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.

#### 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.

#### Accessibility and accommodation:

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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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Posizione

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