

# Portfolio Manager, Essential Medicine

Job ID  
REQ-10039085  
Feb 04, 2025  
Finlandia

## Sommario

Location: Capital area, Finland.

Mostly an office based role with some field based activities expected.

The Portfolio Manager Essential Medicines (PMEM) is responsible for optimizing and strategically maximizing the essential medicines portfolio in the local market through analyzing scenarios based on dynamic market conditions and collecting insights related to brands in the essential medicines portfolio. Proactively consults with the local leadership team and cross-functions to act upon the agreed direction in regard to pricing, access, contract renewals, tenders (if relevant), negotiations, etc.

Owns and plans the country's essential medicines brand strategy and 1IP, in partnership with the Portfolio Engagement Lead who is responsible for tactical execution and engagements with customers across various channels, based on the needs identified within the team.

In addition, primary responsibility for driving growth of select brands, through innovative approaches, with respect to sales, market share, and profitability to meet or exceed budget targets for the Essential Medicine portfolio. The role indirectly manages and provides guidance to the Portfolio Engagement Lead, Essential Medicines, to ensure tactical execution is aligned with the priorities and latest plans.

Plays a central role in the organization, driving overall portfolio operational excellence through proactive customer centric, data-driven, omnichannel approaches. Eager to pilot innovative and smart ways of working, demonstrating strong prioritization leadership and cross-functional collaboration to find efficiencies and manage the complexity of the portfolio effectively, throughout the different stages of the brands and portfolio lifecycle.

This role reports to the Business Excellence & Execution Director locally.

## About the Role

### Your Key Responsibilities:

Your responsibilities include, but not limited to:

- Effectively manage essential medicines portfolio life cycle, successfully launch line extensions and new products; establish and manage effective strategic partnerships across the access stakeholders, while prioritizing areas of action in line with needs and capacity.
- Own and plan the local cross-functional 1IP across essential medicines and cross-functions, aligned with Nordic and local strategies to secure portfolio growth (indications, key accounts, customer segments,

etc.).

- Guide the tactical execution across a wide range of channels, in collaboration with the Portfolio Engagement Lead, Essential Medicines. Monitor and control brand budgets, sales & supply forecasts, cost budget and assess the marketing mix of the product to evaluate profitability and results.
- Monitors brand performance, external environment and taking corrective action if required to meet business objectives. Leverages customer insights to support pricing, tender and market access strategies.
- Identifies opportunities for life cycle management and loss of exclusivity (LoE) planning.
- Lead and implement the segmentation, targeting, channel and marketing mix strategy, taking into consideration local market and customer needs. Guides and / or provides input to the development of promotional omni-channel activities in line with internal SOPs and Code of Conduct guidelines.
- Proactively participates and contributes to discussions and initiatives across the Nordic Portfolio management community with the goal to drive efficiencies and collaboration.
- Act in compliance with applicable policies, procedures, and other regulations. Report technical complaints /adverse events /special scenarios within 24 hours of receipt

### **Essential Requirements:**

- Education: Bachelor's Degree.
- Min 5 years of brand management experience from Pharma.
- Solid track record of life-cycle management to drive growth.
- Proficient Finnish and English, both written and spoken.
- Digitally savvy - new ways of working (omnichannel).
- Familiar with the Finnish reimbursement system.

### **Desirable Requirements:**

- Previous experience with customer relations role, like sales.
- Swedish language knowledge.

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Divisione

International

Business Unit

Innovative Medicines

Posizione

Finlandia

Sito

Espoo

Company / Legal Entity

FI02 (FCRS = FI002) Novartis Finland Oy

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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