

# Product Executive

Job ID  
REQ-10042293  
Feb 26, 2025  
Vietnam

## Sommario

Location: Ho Chi Minh #LI Hybrid

Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

The executive will support the Marketing (MKT) Lead in the development and execution of therapeutic area (TA) and brand strategies. This includes strategic planning, brand team management, and operational execution. The role requires the understanding of marketing principles, market dynamics, and customer insights to optimize TA opportunities. Additionally, the executive will ensure compliance with all relevant regulations and guidelines.

The role will report directly to Marketing Lead.

## About the Role

- **Operational Execution:** Support the MKT Lead in TA and brand operations, including creating and implementing operational plans, brand team management, and marketing and field force execution.
- **Program Delivery:** Ensure effective delivery of all programs aimed at optimizing returns for Novartis. This includes promotional activities, field force detailing, creation of promotional materials, and organizing symposia for assigned brands.
- **Customer Insights:** Aid the MKT Lead in developing customer insights through tools such as Advisory Boards and Market Research. Understand disease and market dynamics to inform strategies.
- **Marketing Principles:** Apply marketing principles and processes to meet customer needs effectively.
- **Lifecycle Management:** Implement operational plans aligned with the lifecycle of assigned brands to optimize returns for Novartis.
- **Performance Monitoring:** Support the MKT Lead in monitoring business performance and external environment. Implement corrective actions to achieve business objectives.
- **Training:** Lead or conduct field force training on product and marketing strategies for both new recruits and existing team members; **Educational Initiatives:** Conduct educational seminars, such as hospital meetings, to educate healthcare professionals (HCPs).
- **Brand Management:** Act as a brand champion to foster enthusiasm and focus within the organization and with external customers and agencies. Coordinate with functions such as Field Force, Marketing, Medical, Regulatory Affairs, and Quality Assurance (QA).

## Requirements:

- **Education:** Background in Medicine or Pharmacy is required.

- Languages: Proficiency in Vietnamese and English, both in writing and communication.
- Experience / Professional Requirements: A minimum of 3 years of operational experience in the pharmaceutical industry is essential. Experience in marketing project is considered advantageous.

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Divisione

International

Business Unit

Universal Hierarchy Node

Posizione

Vietnam

Sito

Vietnam

Company / Legal Entity

VN04 (FCRS = VN004) NVS Vietnam Company Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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