

## Therapeutic Area Head - CRM

Job ID  
REQ-10001293

四月 17, 2024

Taiwan

### Summary

To lead, manage and develop the overall performance of the market and pipeline product portfolio. To oversee the execution of pre-launch and launch plans across all line functions (Access, Commercial/Medical). To develop a high-performing sales and marketing strategy team and build sustainable and enduring business relationships with key customers/ stakeholders. To deliver sales and profits within agreed budgets and work collaboratively with enabling functions to drive the implementation of innovative commercial models. Typically leads a revenue organization covering both sales and (marketing) strategic activities with direct responsibility for P&L for the TA, and the strategic & operational issues.

### About the Role

Major accountabilities:

- Accountable for delivering the brand performance with respect to sales, market share, and

profitability to meet or exceed budget targets.

- Translate Global/regional TA strategy, content and solution into localized tactical plans and measures; develop and execute on tactical brand/launch plan at the local level.
- Coordinate and manage cross-functional teams (Sales, Strategy (Marketing), Medical, Value & Access) to effectively execute on prioritized tactics.
- Drive the growth of the TA by establishing growth plans for existing products, effectively manage their life cycle, successfully launch line extensions and new products; establish and manage effective strategic partnerships.
- Define, drive, and oversee the launch planning and execution of upcoming key launches by ensuring seamless cross-functional and (as applicable) cross-divisional collaboration.
- Drive or support the implementation of new commercial models in close collaboration with cross functional teams to ensure triple win go-to-market strategies for the TA.
- Partner with other TA heads, BE&E or countries and support in the development of an agile, customer-led digital and customer solutions which meets the evolving needs of the business, our customers, and patients.
- Support strategic portfolio development activities for the business. Work with the global/regional and country teams to support commercial assessments, new product development, forecasting, product in-licensing and lifecycle management.
- Develop and strengthen strategic relationships with customers (e.g. physicians, key accounts, specialty pharmacies, KOLs and payors) to support medical and commercial activities in alignment with compliance guidelines.
- Maximize sales force performance and return on investment. Enhance sales force capabilities and continue to develop innovative commercial strategies to ensure success in an evolving healthcare environment.
- Responsible for the budget and financial performance of the TA, ensure alignment to all Ethics, Risk & Compliance policies and manage key processes.
- Successfully lead the TA team, build high performing culture, foster innovation, and manage all people-management related processes (recruiting, performance management, coaching). Identify and build key capabilities, talent pipeline and ensure proper development of assigned people.
- Drive the spirit of “ONE Team” across all functions (TA first) by supporting a team approach to focus on our patients, payers, and customers as our top priorities.
- Enterprise thinking as part of the Taiwan IMLT. Beyond one’s own TA being able to contribute to larger business and culture
- Ethics and Compliance
- Contribute proactively to build a credible image and positive reputation for Novartis.
- Work within any given legal framework, Novartis Ethics and Compliance policies.
- Work to ensure a diverse and inclusive environment, free from all forms of discrimination and harassment.

Key performance indicators:

- TA brand performance, according to defined targets.
- Launch of pipeline products according to budget and business plans. Prepare launches for upcoming products in the therapeutic area pipeline.
- Quality and timely implementation of business and medical plans in alignment with Global brand strategies.
- Implementation of innovative commercial model
- Operational excellence

## Minimum Requirements:

### Education

- University degree (science, business, policy)
- Master's degree and above; or MBA

### Language

- Chinese Mandarin & English

### Experience

- 10+ years of relevant experience working with high-performing regional and local marketing, medical and or access teams in healthcare/life sciences industry.
- Track record of highly successful delivery and positive performance results
- Proven ability to drive successful launches.
- Reliable self-starter, proactive, initiator, change agent.
- Demonstrable leadership skills and experience engaging with and introducing innovation into HCS.
- In depth knowledge of customer/marketplace, key dynamics and current knowledge of key competitors and their likely strategies within the TA
- He/she must be comfortable working as the first employee in this new organization; in other words, a hands-on, roll up the sleeves approach will be essential.
- Able to analyze financial data as well as industry data related to sales, market share, price/volume, call activity, market research, etc. Able to credibly articulate data related to market trends, performance, and strategies to achieve goals to various internal and external audiences.
- While entrepreneurial, ability to maintain the highest degree of integrity, represent the company ' s high ethics, moral behavior, and professionalism.
- The highest ethics and moral standards; unquestioned integrity needed for the complexity of this role

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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Division  
International

Business Unit  
Pharmaceuticals

國家  
Taiwan

Site  
Taipei

Company / Legal Entity  
TW03 (FCRS = TW003) Novartis (Taiwan) Co. Ltd

Functional Area  
Commercial & General Management

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

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