

# TA Strategy Lead, RLT

Job ID  
REQ-10021546  
Sep 12, 2024  
Japan

## Summary

TA Strategy Lead is responsible to co-develop IMI TA strategy, localising global IMI strategy to optimize sales, grow market share and revenue for assigned brand in prostate cancer area in the short and long term.

## About the Role

- Engage with International TA to provide input of local requirements and needs for pre and post launch brand from Japan
- Localize strategy to Japan market and set brand priorities based on customer insight to drive TA performance
- Drive forecasting of brand performance and work with key stakeholders to estimate budgets to deliver priorities
- Liaise with internal key stakeholders and develop external advocates to ensure that strategy is full executed with KPIs
- Monitor the expected performance is delivered, and take corrective action if required to meet business objectives

## Key Performance Indicators (Indicate how performance for this role will be measured)

- Brand sales and market share
- Ensure full compliance to all regulatory requirements

## Background (State the required education, experience level, and competency profile)

### Education:

- A University level (bachelors) degree; Marketing, Business Administration, Science, or related field.
- MBA a plus

### Languages:

- English: Business level mandated
- Japanese: Fluent

### Experience/Professional requirement:

- Experience working cross-functionally and trans-nationally
- Pharmaceutical marketing experiences
- 5+ years of experience in field sales, related marketing services, brand management and/or medical

activities in competitive business context

- Strong interpersonal skills
- Business planning, analysis, management reporting skills
- Internal cross functional communication and leadership
- Experience in Genitourinary Cancer field, especially prostate cancer preferably
- New Product Launch experience preferably

#### Competency

- Strong relationship management and natural collaborator
- Experience and capable of managing Global communications
- Strategic, analytical and creative thinking
- Agile mindset

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Division

International

Business Unit

Innovative Medicines

Location

Japan

Site

Head Office (Japan) (Pharmaceuticals)

Company / Legal Entity

JP05 (FCRS = JP005) Novartis Pharma K.K.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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