

# Associate Director, Integrated Insights, New Products, Oncology

Job ID  
REQ-10022196  
Sep 17, 2024  
USA

## Summary

Location: On-site

This position will be located at East Hanover, NJ site and will not have the ability to be located remotely. This position will require up to 10% travel as defined by the business (domestic and/ or international). Please note that this role would not provide relocation and only local candidates will be considered.

### About the Role:

The Associate Director of the Oncology New Products Therapeutic Area (TA) will be responsible for leading integrated insights efforts for Oncology New Products. This role will involve strategic planning, execution, and analysis of market research initiatives to drive the success of the oncology therapeutic area as well as complex secondary analytics using anonymized longitudinal patient data. The Associate Director will play a critical role in forecasting opportunity size and identifying customer insights, market trends, and competitive intelligence to inform decision-making and drive business growth.

## About the Role

### Your responsibilities, include but are not limited to:

- Develop and implement comprehensive market research strategies to support the oncology TA
- Interface and collaborate with external vendors and research partners to execute research studies, ensuring adherence to project timelines, quality standards, and budgetary constraints
- Identify customer needs, preferences, and behaviors through a variety of research methodologies such as surveys, focus groups, and interviews
- Lead a team of analysts to execute secondary analytical projects to gain insight into the patient journey, treatment algorithms, and competitive trends
- Analyze market trends, competitor activities, and key performance indicators to provide actionable insights and recommendations to senior management
- Collaborate cross-functionally with Commercial, Medical, Access, Product Strategy, and other teams to ensure alignment of market research activities with business objectives
- Stay updated on the latest industry trends, advancements in market research techniques, and regulatory changes to drive innovation and excellence in primary and secondary market research efforts
- Synthesize and interpret insights generated from all sources, prepare and present reports and presentations to communicate findings, strategic recommendations, and insights to key stakeholders

**Education:** Bachelor's Degree in Marketing, Business Administration, or a related field. Master's degree preferred.

**Essential Requirements:**

- Minimum of 6 years of experience in pharmaceutical or healthcare industry including at least 3 years in oncology
- Minimum of 1 year of primary market research and 1 year of secondary analytics preferably supporting pre-launch products
- Strong understanding of market research methodologies, including qualitative and quantitative research techniques
- Familiarity with syndicated data sources and secondary market research methodologies
- Proven track record of successfully leading and managing market research projects from planning to execution to analysis
- Excellent analytical skills with the ability to translate data into actionable insights and strategic recommendations
- Proficient in using market research tools and software for data collection, analysis, and reporting.
- Strong communication and presentation skills, with the ability to effectively communicate complex research findings to both technical and non-technical stakeholders.

**Desirable Requirements:**

- Prior experience in new product development
- Knowledge of regulatory requirements and compliance related to market research and patient data analytics in the pharmaceutical industry
- Experience leading a team of market researchers or analysts in a matrix environment
- Experience building forecasting models and managing assumptions and familiarity with epidemiological and time-series forecasting methods
- Strong project management skills with the ability to manage multiple projects simultaneously

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**You'll Receive:** You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

**Commitment to Diversity & Inclusion:** Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

The pay range for this position at commencement of employment is expected to be between \$166,400 and 249,600/year; however, while salary ranges are effective from 1/1/24 through 12/31/24, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an "at-will

position” and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

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#### **EEO Statement:**

The Novartis Group of Companies are Equal Opportunity Employers who are focused on building and advancing a culture of inclusion that values and celebrates individual differences, uniqueness, backgrounds and perspectives. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status. We are committed to fostering a diverse and inclusive workplace that reflects the world around us and connects us to the patients, customers and communities we serve.

#### **Accessibility & Reasonable Accommodations**

The Novartis Group of Companies are committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the application process, or to perform the essential functions of a position, please send an e-mail to [us.reasonableaccommodations@novartis.com](mailto:us.reasonableaccommodations@novartis.com) or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Division

US

Business Unit

Innovative Medicines

Location

USA

Site

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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