

# AD Commercial Analytics

Job ID  
REQ-10029256  
Dec 04, 2024  
USA

## Summary

This position will be located at the East Hanover, NJ site and will not have the ability to be located remotely.

## About the Role

Associate Director (AD), Analytics and Data Science is a key member of the US Oncology Strategic Data and Digital team and commercial teams. This position is responsible and accountable for the generation of strategic analytical insights for disease portfolio senior management while enabling peers to grow in their analytics competence and self-service capabilities. This position requires deep analytical expertise, the ability to understand the detail of a broad disease portfolio and/or large priority brand/s, their market dynamics and translate them into actionable insights. The Associate director will partner with a variety of stakeholders (insights/market research, digital, brand marketing, sales leadership, market research, advanced analytics & forecasting, finance) to build business insights and assure the validity and quality of the analyses. In addition, while working as part of a team of analysts, the associate director also demonstrates the ability to work independently with a proactive approach to meet business needs and deadlines.

## What will you be responsible for:

- Lead all aspects of Analytics for a RLT platform and new indications/launches
- Identify and analytics that uncover business opportunities for the brands.
- Develop a comprehensive analytics plan that addresses issues pertaining to our customers: patients, physicians, and payers.
- Lead forward-looking/predictive analytics as well as track brand performance with retrospective projects.
- Be hands on. Provide real-time analytics support to franchise leadership and be able to answer their questions in a real time.
- Identify sub-national analytics opportunities to improve brand performance.
- Analyze performance data and market trends against forecasted expectations
- Employ new data sources, creative methodologies & strategies to uncover new business opportunities & insights
- Communicate data & insights driven strategies to impact business at senior leadership level
- Produce and deliver senior leadership-level presentations working very closely with the team lead

The pay range for this position at commencement of employment is expected to be between \$166,400.00 and \$249,600.00 a 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.

### **What will you bring to the role:**

- Bachelor’s degree or equivalent is required; advanced degree in quantitative subject (e.g. statistics, economics, science or mathematics) is preferred. A minimum of five years of marketing-related analytic experience is required. The successful candidate will have some experience or interest in data science. Previous Oncology or pharmaceutical industry experience is strongly desirable.
- The Associate director must demonstrate autonomy in the ability to code and transform data independently. This role, while working as part of a team of analysts, must also demonstrate the ability to work independently with a proactive approach to meet business needs and deadlines.
- The successful candidate will have strong analytical and strategic thinking, must possess excellent communication and presentation skills with the proven record of effective translation of complex analysis to business solutions, strong project management experience, and the ability to synthesize & simplify input from multiple stakeholders in order to provide recommendations that can impact business. S/he must excel in problem-solving, be curious, possess the will to win, and must demonstrate innovative thinking in a matrix organization.
- In addition:
- Working knowledge of machine learning concepts as well as statistical analysis techniques is strongly preferred ( Supervised & unsupervised learning, regression & classification, e.g. linear/logistic regression, cluster analysis, significance testing, factor analysis, ANCOVA)
- Deep understanding of pharmaceutical sales, marketing data sets is required. Prior experience in medical claims data sets (IMS, SDI, Symphony, Flatiron) a plus, as is prior marketing research experience.
- Familiarity with marketing analytics or a decision sciences function and experience with advanced quantitative methods is a strong plus (e.g. segmentation, predictive modeling)
- Experience with statistical computing and data manipulation is a plus. (i.e. R, Python, SAS, Excel, VBA, Alteryx, SQL)

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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.

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<https://talentnetwork.novartis.com/network>

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

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Division

US

Business Unit

Innovative Medicines

Location

USA

State

New Jersey

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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