

# Priority Therapeutic Area Head

Job ID  
REQ-10033577  
Dec 12, 2024  
Mexico

## Summary

Responsible for a consistent, cross-functional brand strategy shaping and implementation, for all assets having moved from Global to International TA until the handover to IBBI. Will evolve globally created early brand strategies, such as the Integrated Product Strategies (IPS) into a competitive, truly cross-functional launch plan that is fit-for-purpose for core IMI markets and sets a foundation of launch success for Novartis' next blockbusters. (International) -Leads strategic, cross-functional decisions for International and above-brand strategic initiatives, incl. partnerships, policy shaping, and for launched assets, will monitor and respond to major events and competitive landscape developments. (International)

Close interaction with core IMI markets, collaboration with MAP and CE&E teams to shape launch deliverables and TA-relevant customer experiences/ journeys and campaigns/ content for major IMI markets, and with respective IM-US counterpart to ensure consistent brand positioning worldwide, leverage learnings and transferable practices. (International) -Leads, manages and develops the overall performance of the TAs current and future product portfolio and deliver sales and profits within agreed budgets. (Region/cluster/country) -Leads and develops a high-performing sales and marketing team and build effective and enduring business relationships with key customers/ stakeholders. (Region/cluster/country)

Typically leads a medium to large revenue country organization, covering both sales and marketing activities, with responsibility to drive performance and develop operational strategy for their organization. (Region/cluster/country)

## About the Role

Located in Mexico City

Hybrid work

### Major accountabilities:

- Ensures appropriate compliance against company policies and procedures.
- Responsible for the budget and financial performance of the unit.
- Develops and implements a regional strategic and operational plan for the TA in close collaboration with local and global teams.
- Closely follows competitors on the market and provides local marketers with tools to evaluate and counteract competitive entrance on the market.
- Works with external key opinion leaders in the field to implement projects to optimize patient management and drive the TA forward.
- Reporting of technical complaints / adverse events, special case scenarios related to Novartis products

within 24 hours of receipt -Distribution of marketing samples (where applicable)

### **Key performance indicators:**

- Financial & Business results (Revenue growth, Profitability, Market share) -Maximization of launch readiness and portfolio value/ growth of key assets for major IMI markets.
- Ensuring the delivery of TA Strategy in major IMI markets.
- Strategy/Market Focus (Resource allocation, Long-term BU strategy and planning, Market access effectiveness/impact, Novartis market reputation) -Operational Excellence (Delivery against development milestones, Product launch success) -People, Capabilities, and Management (Our Voice survey, Talent development, talent acquisition, Culture, D&I KPIs, Succession Plans strength, High profile turnover, Code of Ethics)

### **Minimum Requirements:**

#### **Work Experience:**

- Geographic Scope.
- People Leadership.
- Leading large and/or diverse multi-functional teams.
- P&L or Unit Accountability.

#### **Skills:**

- NA.

#### **Languages :**

- English.

### **Benefits and rewards**

Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

### **Commitment to Diversity and Inclusion**

Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

**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

Innovative Medicines

Location

Mexico

Site

INSURGENTES

Company / Legal Entity

MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.

Functional Area

Commercial & General Management

Job Type

Full time

Employment Type

Regular

Shift Work

No

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Novartis is committed to work with and provide reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to [tas.mexico@novartis.com](mailto:tas.mexico@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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