

# Director, Integrated Insights SMA GTx

Job ID  
REQ-10005491  
Jun 28, 2024  
USA

## Summary

The ideal location for this role is the East Hanover, NJ site, but remote work may be possible (there may be some restrictions based on legal entity). Please note that this role would not provide relocation as a result. If the associate is remote, all home office expenses and any travel/lodging to the East Hanover, NJ site for periodic live meetings will be at the employee's expense. The expectation of working hours and travel (domestic and/or international) will be defined by the hiring manager. Travel may be up 10% plus.

## About the Role

The **Director, Integrated Insights SMA GTX** is a key member of the US IDS team. This position is responsible and accountable for the generation of strategic analytical insights for product management while enabling peers to grow in their analytics acumen and self-service capabilities. This position requires deep analytical expertise and the ability to understand the details of a broad disease portfolio and/or large priority brand/s and their market dynamics and translate them into actionable insights. The Director will partner with a variety of stakeholders (brand marketing, sales leadership, market access, patient support & service, finance, insights/market research, advanced analytics & forecasting) to build business insights and ensure the validity and quality of the analyses. This role is responsible for overseeing and supporting the analyses of other analysts covering the same disease portfolio. In addition, while working as part of a team of analysts, the Director also demonstrates the ability to work independently with a proactive approach to meet business needs and deadlines.

## Major Accountabilities (may include but not limited to):

- Shape the vision and lead the integrated Insights and Analytics plan for the SMA GTx business
- Develop priorities for the Insights and Analytics team based on the needs of the business and input from the team and stakeholders
- Proactively propose analytical solutions to business questions and problems and come up with new data-driven ideas that enable better decision-making and enhance the business
- Develop solutions to problems of unusual complexity, which require a high degree of ingenuity, creativity, and innovativeness
- Translate analytical findings into actionable recommendations, communicate through regular interaction with the team
- Develop advanced technological ideas and guide their development into a final product

- Develop and execute a roadmap for the team to innovate by transforming how to solve a problem using Market Research and Insight Mining.
- Design, develop, and deliver various market research projects for timely, workable, and proactive decision-making while providing guidance and coaching to less experienced team member
- Employ creative methodologies and strategies using internal and external data sources to identify potential patients
- Explore and evaluate new data sources for targeting to drive Insights and innovation and to identify opportunities for improvement
- Maintain transparency into market research budgets, optimize deployment of resources, identify areas of improvement/productivity, and impact
- Maintain full compliance with internal and external guidelines: stay current on external and internal guidelines
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt

The pay range for this position at the commencement of employment is expected to be between \$201,600 and \$302,400 per 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, the 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; an advanced degree in a quantitative subject (e.g., statistics, economics, science, or mathematics) is preferred.
- A minimum of 8 years of marketing-related analytic experience is required.
- 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)
- A deep understanding of pharmaceutical sales and marketing data sets is required. Prior experience in medical claims data sets (IMS, SDI, Symphony, Flatiron) is a plus, as is prior marketing research experience.
- Familiarity with marketing analytics, forecasting, 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)

### **Why Novartis?**

Novartis medicines touched 766 million lives, and while we’re proud of this, we know there is so much more

we could do to improve and extend people's lives.

We believe new insights, perspectives, and ground-breaking solutions can be found at the intersection of medical science and digital innovation. That a diverse, equitable and inclusive environment inspires new ways of working.

We believe our potential can thrive and grow in an unbossed culture underpinned by integrity, curiosity, and flexibility. We can reinvent what's possible when we collaborate with courage to aggressively and ambitiously tackle the world's toughest medical challenges. Because the greatest risk in life is the risk of never trying!

Imagine what you could do here at Novartis!

**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.

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here:

<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>

**Join our Novartis Network:** Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up:

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

Division

US

Business Unit

Innovative Medicines

Location

USA

Site

Distant Employee - Distant Working Arrangement (DWA) (USA)

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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