

# Customer Engagement Partner

Job ID  
REQ-10013322  
Jun 25, 2024  
Taiwan

## Summary

The Customer Engagement Partner (CEP) in cover two elements including (i) developing tailored brand strategy & tactical plan and (ii) facilitating day-to-day sales operation of the CAR-T therapy treatment centers. CEP will support developing the tailored brand strategy & tactical plan for the CAR-T therapy treatment centers and will lead promotional projects as relevant. CEP will also coordinate among key stakeholders including HCPs, hospital administrators, supporting physicians, and relevant allied health staff in order to implement the tactical plans in the CAR-T therapy treatment centers. Educate the key stakeholders in the treatment centers and referral centers on value proposition and related information of CAR-T therapy through F2F interactions and pre-planned activities to maximize treatment rate and referral rate. CEP will also on-board and certify key stakeholders including HCPs, apheresis and cell labs, transplant coordinators, pharmacy, and non-clinical administrators for both existing and new treatment centers. CEP will also manage the day-to-day process to ensure that CAR-T therapy is delivered efficiently to patients once they are identified.

## About the Role

### Major accountabilities:

- Support development and implementation of brand strategy and tactical plans
- Responsible for the financial management including sales achievement and spending management
- Responsible for the development and execution of promotional materials/programs
- Responsible for developing account level strategy which may include account planning and tactical implementation for assigned CAR-T sites to create access, partnership opportunities to advance the business and pull through marketing initiatives
- Coordinate appropriate education of all key stakeholders in hospital and communicate the value of CAR-T therapy to the treatment team
- Build key business relationships within CART sites and with key medical experts and decision-makers to ensure CAR-T therapy access for patients
- Lead portions of initial site training including product PI, logistics, communication plan and product ordering
- Optimize the customer experience by ensuring that the CAR-T therapy treatment process is as effective and efficient as possible. Coordinate cell status (e.g. viability, location) throughout the CAR-T therapy treatment process
- Deliver key medical value of CAR-T treatment to key stakeholders in both treatment centers and other referral centers through F2F engagement and pre-planned activities
- Develop and establish effective referral chain between the treatment centers and referral centers
- Work collaboratively with related internal stakeholders to achieve pre-defined objective

- Have Hema patient journey understanding, optimization and execution plan in selective accounts

### **Key performance indicators:**

- § Patient uptake in the CAR-T therapy treatment centers
  - § Brand patient market share growth vs. market and competitor
  - § Implementation of smooth day-to-day sales operation and seamless referral process within the CAR-T therapy treatment centers
  - § Delivery of strong business plan including brand strategy and tactical plan based on account and overall market dynamics
  - § Development and implementation of value-based solutions with designated CAR-T therapy treatment centers, and successful accomplishment of KPIs as set within, as measured by Cell and Gene Commercial Lead.
- Effective business partnership relationships with the top-tier medical experts to deliver clearly determined mid-long term business success

### **Minimum Requirements:**

#### **Work Experience:**

- Minimum of 5 years pharmaceutical experience and more than 3 years of experience in one of the following areas:
  - Key account management,
  - sales experience,
  - MSL experience
  - Product Management experience
  - Proven track record of successful key account management and ability to establish and cultivate relationship with top-tier medical experts
  - Demonstrated ability to engage on deeply medical topics with confidence while balancing a commercial mindset
  - Experience in the field of Hematology is a plus
  - Strong Strategic and Business Acumen skills
  - Strong project management skills
  - Proven ability to establish and cultivate rapport with top-tier medical experts
  - In depth knowledge of healthcare industry and environment
  - Documentation skills (e.g. Excel, PPT)

#### **Skills:**

- Customer Service Management
- Join Value Creation (Stakeholder engagement) .
- Agile and innovative leadership
- Healthcare management & HCS thinking
- Digital engagement & data analytics
- Applied Business Insight
- Operation Excellence & Execution
- Project Management
- Interpersonal Skills

## Languages :

- English.

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Division

International

Business Unit

Innovative Medicines

Location

Taiwan

Site

Taipei

Company / Legal Entity

TW03 (FCRS = TW003) Novartis (Taiwan) Co. Ltd

Alternative Location 1

Taiwan

Functional Area

Sales

Job Type

Full time

Employment Type

Regular

Shift Work

No

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