

Senior Analyst Competitive Social Intelligence

Job ID
REQ-10013612
Jul 01, 2024
India

Summary

-Responsible to work directly with the business to better understand their needs as it pertains the primary and secondary market research, forecasting, field force sizing, segmentation, targeting, analytics etc. Act as a conduit between the business and Global Business Services (GBS) in facilitating support activities. Determine business requirements and then contract the services of GBS to perform the required work. Serve as a point of validation ensuring the GBS output meets local needs.

About the Role

Senior Analyst – Competitive Social Intelligence

Location – Hyderabad #LI Hybrid

About the Role:

Perform comprehensive CI analysis at franchise/brand/ disease area level and deriving actionable insights focused on strategic imperatives. Support Senior Insights Manager in coordinating inputs for situational analysis, key management presentations and workshops. Holistic CI Surveillance of competitor products/company and Therapy area (TA) of interest. Provide proactive support and timely communicate competitive threats from external factors (Market, Competitor & Portfolio Analysis) and optimize opportunities in both clinical and marketing activities.

Key Responsibilities:

- Working closely with global clinical, marketing and CI teams to add business value through secondary data analysis
- Tracking Competitive developments using multiple Novartis subscribed databases e.g. ClinicalTrials.gov, TrialTrove, Adis, IMS etc, working in close collaboration with CI/Clinical/IPT teams.
- Tracking competitive developments in new areas-imaging, biomarkers, compliance trials etc and report back to Clinical teams, provide input into adapting clinical trial designs. Present key issues and learnings to ICT/IPT teams
- Work is differentiated from usual secondary vendors through additional value in bringing insights into trial designs/recruitment criteria/implication of meeting primary/secondary endpoints/potential guideline implications
- Manage Pre-congress planning (via abstract mining) and Post-congress reporting activities.
- Collating materials gathered by the CI vendors, which is then reviewed, summarized. The key lessons and takeaways are then distilled by CI advisors with recommendations and insights for the brand and development teams.

- Developing strategic implications of 'traffic-light' news reports, including applicable team actions; managing communications with the team and external customers as necessary. Supporting ad-hoc projects and internal meetings such as Scenario Planning pre-read preparation, clinical trial/pipeline report updates, Global Brand Team meeting preparations, brand/ CDP / LCM/BOS plan inputs etc.

Essential Requirements:

- **Education:** PhD/Masters Degree in Life Sciences. MBA from reputed institutes.
- **Languages:** Fluent spoken and written English essential
- **Experience:** 5+ years of local Pharma work experience in Competitive Intelligence, Market Intelligence, Business Development & Licensing or consulting assignments.
- Independently manage CI process/engagement and monitoring of competitors in focus.
- Working closely with global clinical, marketing and brand teams to add CI intel through secondary data analysis
- Engage the customers and effectively communicate the CI process, objectives and outcomes.

Desirable Requirements:

- Expertise in all critical aspects of competitive intelligence and manages CI initiatives for a given a TA
- Supports the development and implementation of new ways of information presentation.

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Business Unit
CTS
Location
India
Site
Hyderabad (Office)
Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited
Functional Area
Marketing
Job Type
Full time
Employment Type
Regular
Shift Work
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