

# Market Insights Manager

Job ID  
REQ-10016185  
Oct 01, 2024  
Canada

## Summary

Location: Montreal, #LI-Hybrid

Novartis is unable to offer relocation support for this role; please only apply if this location is accessible for you.

### About the role:

Bringing life-changing medicines to millions of people, Novartis sits at the intersection of cutting-edge medical science and innovative digital technology. As a global company, the resources and opportunities for growth and development are plentiful including global and local cross functional careers, a diverse learning suite of thousands of programs & an in-house marketplace for rotations & project work. With strong medicines pipeline our current transformation will not just deliver growth for our business but continue to allow us to bring innovative medicines to patients quickly.

As a Market Insights Manager, you will play a crucial role in analyzing market trends, customer behavior, and competitor activities to provide strategic insights and recommendations to drive business growth of your assigned therapeutic area. You will serve as the primary point of contact for all market research & forecasting activities and work closely with cross-functional teams to provide actionable insights. The ideal candidate should have a strong background in market research, analytics, and strategic thinking.

The role reports directly into the Head, Market Insights and will work closely with the BE&E cross-functional team.

This is a permanent position.

## About the Role

### Key Responsibilities:

- Stay abreast of industry news and trends to provide timely and relevant insights to the organization. Be at the forefront of market trends, market performance & customer behavior to uncover invaluable insights that help shape the brand's strategies and initiatives.
- Develop forecast models to help predict future demand based on the outcome of the analysis and conduct comprehensive market research and analysis to identify industry trends, customer preferences, and competitor activities.
- Gather and analyze data from various sources, including market reports, customer surveys, and internal databases, to identify areas of opportunity and increased market share.

- Develop and maintain a market intelligence database, including competitor profiles, customer segmentation data, and industry benchmarks.
- Collaborate with cross-functional teams, including for example marketing, sales, to provide actionable strategic insights and support decision-making processes.
- Produce regular reports and presentations that communicate market insights and recommendations to senior management and other key stakeholders.
- Oversee and manage external research vendors and agencies when needed, ensuring the quality and accuracy of data collection and analysis.
- Leverage data visualization tools and other technologies to present complex information in a simplified and intuitive manner.
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### **Essential Requirements:**

- 10+ years of related business experience and Bachelor's or master's degree in Mathematics, Science, Statistics, Pharmacology, Marketing, Business Administration, Data Science, Market Research, or a related field. Master's degree preferred.
- Proven experience in critical thinking, problem solving, strategy development, market research, insights, or analytics in a similar role. Strong analytical skills with the ability to translate complex data into actionable insights and recommendations.
- Ability to develop forecast models from scratch.
- Excellent communication and presentation skills, with the ability to effectively convey insights to both technical and non-technical stakeholders and strong project management and organizational skills, with the ability to handle multiple priorities and meet deadlines.
- Proficient in market research methodologies and tools, such as surveys, focus groups, statistical analysis software, and data visualization tools. Knowledge of the latest market research trends and technologies and familiarity with consumer insights, market segmentation, and customer journey mapping.

### **Desirable Requirements:**

- Strategic agility: the successful candidate can anticipate future consequences and trends accurately; has broad knowledge and perspective; is future oriented; can clearly articulate a vision and possibilities; can create competitive and breakthrough strategies and plans and has experience managing vendor relationships and budgets.
- Bilingual: English and French

**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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**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>

Division  
International  
Business Unit

Innovative Medicines

Location

Canada

Site

Montreal

Company / Legal Entity

CA04 (FCRS = CA004) NOVARTIS PHARMA CANADA INC.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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