

TA Strategy Lead, RLT

Job ID
REQ-10021546
Sep 12, 2024
Japan

Summary

TA Strategy Lead is responsible to co-develop IMI TA strategy, localising global IMI strategy to optimize sales, grow market share and revenue for assigned brand in prostate cancer area in the short and long term.

About the Role

- Engage with International TA to provide input of local requirements and needs for pre and post launch brand from Japan
- Localize strategy to Japan market and set brand priorities based on customer insight to drive TA performance
- Drive forecasting of brand performance and work with key stakeholders to estimate budgets to deliver priorities
- Liaise with internal key stakeholders and develop external advocates to ensure that strategy is full executed with KPIs
- Monitor the expected performance is delivered, and take corrective action if required to meet business objectives

Key Performance Indicators (Indicate how performance for this role will be measured)

- Brand sales and market share
- Ensure full compliance to all regulatory requirements

Background (State the required education, experience level, and competency profile)

Education:

- A University level (bachelors) degree; Marketing, Business Administration, Science, or related field.
- MBA a plus

Languages:

- English: Business level mandated
- Japanese: Fluent

Experience/Professional requirement:

- Experience working cross-functionally and trans-nationally
- Pharmaceutical marketing experiences
- 5+ years of experience in field sales, related marketing services, brand management and/or medical

activities in competitive business context

- Strong interpersonal skills
- Business planning, analysis, management reporting skills
- Internal cross functional communication and leadership
- Experience in Genitourinary Cancer field, especially prostate cancer preferably
- New Product Launch experience preferably

Competency

- Strong relationship management and natural collaborator
- Experience and capable of managing Global communications
- Strategic, analytical and creative thinking
- Agile mindset

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?

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Division

International

Business Unit

Innovative Medicines

Location

Japan

Site

Head Office (Japan) (Pharmaceuticals)

Company / Legal Entity

JP05 (FCRS = JP005) Novartis Pharma K.K.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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