

# Therapeutic Area Head Neuroscience Gulf Cluster

Job ID  
REQ-10021739  
Sep 09, 2024  
Utd.Arab Emir.

## Summary

To lead & drive the performance of the Neuroscience therapeutic area in the Gulf Countries, which includes Multiple Sclerosis, Migraine and SMA Disease Areas. To shape the strategy and execution of the current & pipeline products in the Neuroscience Therapeutic area in the Gulf Countries. To Lead the strategy and execution of pre-launch and launch plans across all functions (Access, Commercial & Medical). To build/ lead a high-performing sales and marketing team and build sustainable and enduring business relationships with key customers/ stakeholders. To deliver sales and profits within agreed budgets and drive the implementation of innovative commercial models. Typically leads a revenue organization covering both sales and marketing activities with direct responsibility for P&L for the Therapeutic Area, and the strategic & operational issues

## About the Role

### Major accountabilities:

- Accountable for delivering the therapeutic area brand performance with respect to sales, market share, and profitability to meet or exceed budget targets
- Translate Global Therapeutic Area strategy, content and solution into localized tactical plans; develop and execute tactical brand/launch plan at the local level
- Coordinate and manage cross-functional teams (Sales, Marketing, Medical, Value & Access) to effectively execute on prioritized tactics
- Drive the growth of the Therapeutic Area by establishing growth plans for existing products, effectively manage their life cycle, successfully launch new indications and new products; establish and manage effective strategic partnerships.
- Define, drive and oversee the launch planning and execution of upcoming key launches by ensuring seamless cross-functional and (as applicable) cross-divisional collaboration.
- Drive or support the implementation of new commercial models in close collaboration with cross functional teams to ensure triple win go-to-market strategies for the Therapeutic Area at the local level.
- Partner with other Therapeutic Area Heads or countries and support in the development of an agile, customer-led digital and customer solutions which meets the evolving needs of the business, our customers and patients.
- Support strategic portfolio development activities for the business. Work with the global/regional and country/cluster teams to support commercial assessments, new product development, forecasting, product in-licensing and lifecycle management.
- Develop and strengthen strategic relationships with customers (e.g. physicians, key accounts, specialty pharmacies, KOLs and payors) to support medical and commercial activities in alignment with compliance guidelines.
- Maximize sales force performance and return on investment. Enhance sales force capabilities and

continue to develop innovative commercial strategies to ensure success in an evolving healthcare environment.

- Responsible for the budget and financial performance of the Therapeutic Area, ensure alignment to all Ethics, Risk & Compliance policies and manage key processes.
- Successfully lead the Therapeutic Area team, build high performing culture, foster innovation, and manage all people-management related processes (recruiting, performance management, coaching). Identify and build key capabilities, talent pipeline and ensure proper development of assigned people.

**Key performance indicators:**

- Therapeutic Area brand performance, according to defined targets.
- Launch of pipeline products according to budget and business plans. Prepare launches for upcoming products in the therapeutic area pipeline.
- Quality and timely implementation of business and medical plans in alignment with Global brand strategies.
- Implementation of innovative commercial model
- Operational excellence

**Education:**

- University degree (science, business, policy)
- MBA or Doctoral degree (MD/Pharm. D/PhD) preferred

**Languages:**

- English fluent spoken & written. Local language proficiency if required.

**Experience:**

- 10+ years of relevant experience working with high-performing regional and local marketing, medical and or access teams in healthcare/life sciences industry.
- Sustainable track record of highly successful delivery and positive performance results in a functional/business unit leadership role.
- Track record of building high performing teams.
- Proven record of preparing and driving successful launches. Demonstrable leadership skills and experience engaging with and introducing innovation into Healthcare Systems.
- In depth knowledge of customer/marketplace, key dynamics and current knowledge of key competitors and their likely strategies within the Therapeutic Area.
- Able to analyze financial data as well as industry data related to sales, market share, price/volume, call activity, market research, etc. Able to credibly articulate data related to market trends, performance, and strategies to achieve goals to various internal and external audiences.
- Ability to maintain the highest degree of integrity, represent the company's high ethics, moral behavior, and professionalism.
- The highest ethics and moral standards; unquestioned integrity needed for the complexity of this role.

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Division

International

Business Unit

Innovative Medicines

Location

Utd.Arab Emir.

Site

Dubai

Company / Legal Entity

AE01 (FCRS = AE001) Novartis Middle East FZE (Representative Office)

Functional Area

Commercial & General Management

Job Type

Full time

Employment Type

Regular

Shift Work

No

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