

# Integrated Business Insight Manager

Job ID  
REQ-10023703  
Sep 27, 2024  
Italy

## Summary

In your role as Integrated Business Insight Manager, within the Innovation, Business Excellence & Execution and Mature Brands (IBEEM) organization, your main responsibility will be to generate valuable business insights that will guide and support an effective decision making.

You will gather, analyze, and interpret data from various sources to provide a 360° perspective on the performance and potential of each product and actionable insights that can drive strategic decisions.

You will act as a business partner to the Therapeutic Areas (TAs) and IBEEM teams working closely with cross functional teams including marketing, sales and finance.

## About the Role

### Key responsibilities:

- As Integrated Business Insight manager you will play a key role in supporting the strategy definition of therapeutic areas and IBEEM team providing insights and partnering with the stakeholders
- Gather, analyze and interpret data from different internal and external data sources (market research, internal data analysis and more)
- Generate actionable insights to inform and co-create business strategy and decision making for the TAs
- Be SPOC for Integrated Business Insight team in TAs
- Explore and scout the opportunity to leverage on the existing data with a centralized approach (key insights in one place)
- Work in synergies and collaborate with IBEEM teams to ensure data generation will be beneficial for our value proposition, especially for the development of personalized customer journey
- Partner with Finance / Region Europe / Global Teams to ensure consistency of the insights at the country level with the above country view
- Successfully partner with internal and external stakeholder groups (including the management of external agencies/partners)

### Essential requirements:

- University Degree (STEM area is preferred)
- Italian and English on a fluent level
- 3+ years in the pharmaceutical industry
- Relevant experience in data management & insights generation
- Experience in roles interacting cross functionally in a matrix environment with proven ability in influencing and negotiating skills, team working, business partnering, management of multiple stakeholders

- Experience working with Global and Regional teams
- Innovative mindset and desire to learn/acquire new skills to bring a significant change in the way we collect and use customer data
- Strategic thinker with analytical and creative problem-solving capabilities;
- Accountable, responsible and willing to take ownership;
- Good project/process management skills and good communication skills
- Good understanding of data analysis trends & evolution, with excellent skills in dealing with excel and power point tools

**Desirable requirements:**

- Expertise in business analysis / market research
- Knowledge of data architecture, techniques and data science

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Division

International

Business Unit

Innovative Medicines

Location

Italy

Site

Milano

Company / Legal Entity

IT08 (FCRS = IT008) Novartis Farma S.p.A.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regolare

Shift Work

No

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