

# New Product Launch Lead

Job ID  
REQ-10027190  
Oct 28, 2024  
China

## Summary

-Leader responsible for delivery of strategic new launches

## About the Role

### Major accountabilities:

- Lead the launch of IMMU pipelines by working closely with various internal departments and external stakeholders. Ensure commercial inputs during the early stages of clinical trials, develop a clear brand strategy, and drive solid launch preparation to achieve launch excellence.
- Actively contribute to the development of the Global and Unit Brand Strategy and strategic planning processes.
- Ensure the long-term presence of the product portfolio in the pharmaceutical market in alignment with strategic goals.

### Key Requirements:

- Bachelor's degree required. Advanced degree strongly preferred.
- 7-10 years working experience in healthcare industry.
- Previous work experience in the field of healthcare system readiness for innovative therapy
- Successfully managed complex projects with high visibility, ability to lead without authority.
- Understanding of how healthcare is organized in the market with a specific expertise in system-thinking (design and execution) and the ability to translate system-thinking into business innovation via internal strategy formation.
- Ability to understand and translate scientific/oncology concepts into political stakeholder language.
- Quick learner, Agile working attitude and a team collaborator
- Good English and Mandarin

**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>

**Join our Novartis Network:** Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: <https://talentnetwork.novartis.com/network>

**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  
China  
Site  
Shanghai (Shanghai)  
Company / Legal Entity  
CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd  
Functional Area  
BD&L & Strategic Planning  
Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
No  
[Apply to Job](#)

## Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to [diversityandincl.china@novartis.com](mailto:diversityandincl.china@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Job ID  
REQ-10027190

## New Product Launch Lead

[Apply to Job](#)

---

**Source URL:** <https://prod1.id.novartis.com/id-en/careers/career-search/job/details/req-10027190-new-product-launch-lead>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. <https://www.novartis.com/careers/benefits-rewards>
4. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Shanghai-Shanghai/New-Product-Launch-Lead\\_REQ-10027190](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Shanghai-Shanghai/New-Product-Launch-Lead_REQ-10027190)
5. <mailto:diversityandincl.china@novartis.com>
6. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Shanghai-Shanghai/New-Product-Launch-Lead\\_REQ-10027190](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Shanghai-Shanghai/New-Product-Launch-Lead_REQ-10027190)