

# Director, Launch Insights & Analytics (2 roles)

Job ID  
REQ-10047065  
Apr 02, 2025  
USA

## Summary

Location: East Hanover

### About the Role:

The Insights and Decision Science (IDS) team is dedicated to enabling improved decision-making at Novartis by leveraging data and advanced analytics capabilities to generate actionable insights that drive business growth. We collaborate closely with the US business, bringing in-sights and challenging ideas to empower smarter, data-driven decision-making. Reporting into the ED, Launch and BD&L Insights & Analytics, this role is crucial in orchestrating the strategic launch of new products within the therapeutic area, ensuring that each launch is informed by comprehensive market research and analytics.

This role is pivotal in shaping the future of product launches by integrating best practices in data strategy, market access, and field deployment. By fostering collaboration across various teams, including Market Access, Field Deployment, and Medical, the Dir, Launch Insights & Analytics ensures that each product launch is not only successful but also aligned with the broader goals of the IDS. This position supports the impact and objectives of IDS by identifying and communicating data-driven insights to support launch planning, go-to-market and launch execution ultimately contributing to the company's mission of improving patient outcomes through effective product launches.

This position will be located at East Hanover, NJ site and will not have the ability to be located remotely. This position will require 15% travel as defined by the business (domestic and/ or international).

## About the Role

### Key Responsibilities:

- Develop a comprehensive market research, CI, & analytics insights plan for each US launch asset in their TA, aligned to the launch readiness review process
- Facilitate successful handover from S&G to US with appropriate validation on insights & forecast
- Facilitate successful transition in US from IDS New Products team to full IDS support model
- Adopt & promote launch best practices including data strategy, launch tracking, field enablement, and pre-launch market shaping
- Partner with US Market Access team to ensure realistic assumption of US market realities are incorporated into launch planning
- Coordinate with the Field Deployment & GTM team to provide field force size / structure and go-to-market recommendation to support launch brands in their TA

- Implement processes and partnerships with the Medical team aimed at identifying and prioritizing key opportunities for post-market studies, RWE, and HEOR, while also assisting NPS in pinpointing and prioritizing key areas of need for patient support programs for new product launches
- Own the professional development and growth of the Launch team members
- Collaborate with IDS Human Insights on advancements in market research techniques and excellence in primary market research efforts

### **What You'll Bring to the Role:**

**Education:** Bachelor's degree in Business Administration, Life Sciences, Data Analytics, or a related field; an MBA or advanced degree is preferred

Novartis seeks an individual with extensive experience in the pharmaceutical or healthcare industry, with a strong focus on product launches. This individual should have a proven track record of leading and managing high-performing teams, with a focus on driving strategic initiatives and achieving business objectives. A strong analytical background is essential, with the ability to analyze complex datasets and derive actionable insights.

### **Essential Requirements:**

- Minimum 8 years of experience in the pharmaceutical or healthcare industry, with a deep understanding of product launches
- Extensive experience in market research, competitive intelligence, and analytics within the pharmaceutical or healthcare industry.
- Proven track record of successful product launches and strategic planning in a complex, matrixed organization.
- Strong leadership skills with experience in managing and developing high-performing teams.
- Excellent communication and interpersonal skills, with the ability to influence and collaborate with cross-functional teams.
- Deep understanding of US market access dynamics and healthcare landscape.
- Proficiency in data analytics tools and platforms, with the ability to translate data into actionable insights.
- Experience in developing and implementing data strategies and launch best practices.
- Ability to manage multiple projects simultaneously and prioritize effectively in a fast-paced environment.
- Strong problem-solving skills and a strategic mindset, with the ability to anticipate challenges and develop innovative solutions.

**Novartis Compensation and Benefit Summary:** The pay range for this position at commencement of employment is expected to be between \$185,500.00 and \$344,500.00/year; however, while salary ranges are effective from 1/1/25 through 12/31/25, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an "at-will position" and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

**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>

### **EEO Statement:**

The Novartis Group of Companies are Equal Opportunity Employers. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status.

### **Accessibility & Reasonable Accommodations**

The Novartis Group of Companies are 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 application process, or to perform the essential functions of a position, please send an e-mail to [us.reasonableaccommodations@novartis.com](mailto:us.reasonableaccommodations@novartis.com) or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Division

US

Business Unit

Universal Hierarchy Node

Location

USA

State

New Jersey

Site

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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