

# AD, Brand Business Performance (5 roles)

Job ID  
REQ-10047080  
Jun 04, 2025  
USA

## Summary

Location: East Hanover

There are 6 Associate Director, Brand Business Performance associated with this job posting. The roles are as follows:

Associate Director, Brand Business Performance CRM (2 roles)  
Associate Director Brand Business Performance, Immunology (2 roles)  
Associate Director Brand Business Performance, Neuroscience

### About the Role:

The Insights and Decision Science (IDS) team is dedicated to enabling improved decision making at Novartis by leveraging superior data to identify actionable insights that drive enhanced performance. We collaborate closely with the US business, bringing insights and challenging ideas to empower smarter, data-driven decision-making. Reporting into the Dir, Business Performance, the AD, Brand Business Performance is crucial in monitoring and tracking business performance for their brand.

The AD, Brand Business Performance plays a pivotal role in driving strategic insights and fostering systematic, data-driven decision-making to enhance business outcomes. By evaluating performance trends, the AD, Brand Business Performance provides insights to business stakeholders to inform brand strategy. In addition to performance evaluation, the AD, Brand Business Performance will proactively and systematically identify risks and opportunities, provide leadership with a comprehensive view of key performance indicators and ensure that required strategies can be formed and implemented for the brand in alignment with Novartis's strategic objectives. The AD, Brand Business Performance will work particularly closely with the Forecasting, Decision Science, Data Science and Functional Excellence Reporting teams, ensuring accurate business performance information is disseminated to all relevant stakeholders.

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:

- Implement US Brand Performance Vigilance processes to measure and track core metrics for brand performance covering all patient, customer, and competitive metrics such as Rx, share, claims, etc
- Works toward a clear and consistent view of brand business performance, with easy-to-understand data

visualization enabling continuous progress monitoring, gap anticipation, course correction with data-driven hypothesis generation

- Implement requirements for the content and format of the report summarizing performance status at the brand level
- Collaborates closely with the Data Ops, Functional Excellence and Reporting team, ensuring the data-to-analysis-to-reporting pipeline is optimized
- Investigate performance data anomalies with Data Ops End-to-End Quality Assurance to ensure data variance is not interpreted as performance signal
- Proactively monitor external customer threats & opportunities including account performance at key accounts across the US at the brand level
- Implement standardized excellence practices across the IDS reporting ecosystem
- Implement consistent set of brand performance metrics & decomposition creating a shared base of understanding of “what” is happening
- Evaluate brand performance trends and overall strategy effectiveness with IRIS (Intelligent Risk Identification System) by assessing key drivers of performance and forecast variance at national & subnational level to proactively identify risks & opportunities
- Implement AI / ML models to improve 1st level of performance diagnosis in partnership with AI / Data Science team
- Represent Business Performance for their brand in the new IDS POD way of working bringing the best of IDS capabilities together
- Articulate a clear narrative for business performance grounded in data and insights, considering current strategy and how it should evolve, owned by the IDS Illuminator as part of the IDS POD
- Proactive tracking of competitive threats & opportunities

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

**Education:** Bachelor's degree in Business Administration, Finance, Economics, 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 understanding of market dynamics and regulatory environments. With a proven track record in business performance management, strategic planning, or a similar role, the person should demonstrate the ability to drive business outcomes through data-driven insights. The candidate should excel in bridging the gap between functional and business teams, fostering clear communication and understanding, while engaging with and influencing senior leadership and other key stakeholders to drive strategic initiatives and performance improvements

### **Essential Requirements:**

- Minimum 6 years of experience in business performance management, strategic planning, or a similar role within the pharmaceutical or healthcare industry
- Commitment to driving and enabling data-driven decision making throughout all levels of the organization
- Exceptional business acumen, paired with a deep understanding of business dynamics in the context of the pharmaceutical industry
- Experience in managing multiple projects simultaneously, ensuring timely delivery and alignment with business goals
- Experience in managing relationships with key stakeholders, including senior leadership and external partners
- Ability to work effectively with cross-functional teams and drive strategic initiatives
- Excellent verbal and written communication skills to articulate and present business problems and

solutions to key stakeholders persuasively

- Strong analytical and problem-solving skills with the ability to interpret complex data and generate actionable insights
- Proficiency in data analysis tools and software, such as Excel, Tableau, or similar business intelligence platforms
- Demonstrated strong leadership skills in a team environment which requires negotiation, persuasion, collaboration, and analytical judgment
- Ability to thrive in a fast-paced, dynamic environment and adapt to changing business needs and priorities

**Novartis Compensation and Benefit Summary:** The pay range for this position at commencement of employment is expected to be between \$132,300.00 and \$245,700.00/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.

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