

# Commercial Excellence Sr. Manager

Job ID

REQ-10052313

May 15, 2025

Hong Kong Special Administrative Region, China

## Summary

The Commercial Excellence Sr Manager / Manager for Hong Kong and Macau at Novartis will drive strategic initiatives to optimize commercial performance across multiple therapeutic areas (TAs), including but not limited to oncology, cardiovascular, neuroscience. This role requires a highly strategic leader with deep expertise in marketing, sales force effectiveness (SFE) capabilities, and new product launch experience. The successful candidate will align commercial strategies with the Company's objectives, enhance operational efficiency, support launch excellence, and foster cross-functional collaboration to drive sustainable growth and patient impact in the Hong Kong and Macau markets.

## About the Role

### Key Responsibilities:

- **Strategic Leadership:** Develop and implement commercial strategies to maximize revenue and market share across multiple TAs, aligning with the Company's priorities and objectives.
- **Launch Excellence:** Lead and support new product launches, ensuring seamless execution through robust launch planning, stakeholder alignment, and market readiness, tailored to the unique regulatory and healthcare landscapes of Hong Kong and Macau.
- **New Product Launch Expertise:** Apply proven experience in launching products to develop go-to-market strategies, including pricing, positioning, and omnichannel promotional campaigns, compliant with local regulations.
- **Cross-TA Expertise:** Leverage experience in multiple TAs to tailor commercial approaches, ensuring relevance and impact in the diverse Hong Kong and Macau markets.
- **Data-Driven Decision Making:** Utilize advanced analytics, market insights, and competitive intelligence to inform strategy and optimize commercial outcomes, leveraging Novartis' digital and data capabilities.
- **Stakeholder Collaboration:** Partner with internal (e.g., Medical Affairs, Market Access, Regulatory Affairs) and external stakeholders (e.g., healthcare providers, KOLs) to align on objectives and drive execution excellence in Hong Kong and Macau.
- **Capability Building:** Develop training programs and tools to upskill Field Force and marketing teams, fostering a culture of continuous improvement and alignment with Novartis' values.
- **Performance Monitoring:** Establish KPIs and dashboards to track commercial performance, providing actionable recommendations to leadership to support Novartis' growth ambitions.

### Qualifications:

- **Education:** MBA or advanced degree in Business, Marketing, Life Science or a related discipline. Degree holder in related discipline will also be considered

**Experience:**

- 8+ years of experience in pharmaceutical commercial roles, with a proven track record in marketing in Hong Kong, Macau. Solid experience in sales an advantage.
- Demonstrated expertise across multiple TAs relevant to Novartis' portfolio.
- Strong background in driving Field force effectiveness, including territory planning, CRM systems (e.g., Veeva), and performance analytics.
- Proven experience in leading successful new product launches in Hong Kong or similar markets.
- Experience in strategic planning and execution in a pharmaceutical or biotech environment, preferably within a matrixed global organization.

**Skills:**

- Exceptional strategic thinking and problem-solving abilities, with a focus on patient-centric solutions.
- Proficient in data analytics and commercial tools to drive decision-making.
- Outstanding communication and interpersonal skills to influence and collaborate with diverse stakeholders in a multicultural environment.
- Ability to manage complex, cross-functional projects and deliver results in a fast-paced, competitive market.
- Language: Fluent in English and Cantonese; Mandarin is a strong plus.

**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>

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Division

International

Business Unit

Innovative Medicines

Location

Hong Kong Special Administrative Region, China

Site

Hong Kong

Company / Legal Entity

HK02 (FCRS = HK002) Novartis Pharma

Functional Area

BD&L & Strategic Planning

Job Type

Full time

Employment Type

Regular

Shift Work

No

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

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