

Associate Director, Market Research - CRM

Job ID
REQ-10053866
Jun 09, 2025
USA

Summary

This position will be located at the East Hanover, NJ location and will not have the ability to be located remotely.

About the Role

Job Purpose:

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 insights and challenging ideas to empower smarter, data-driven decision-making. Reporting into the Dir, Market Research, this role is pivotal in facilitating the collection and organization of critical data, ensuring that insights into perceptions and behaviors of HCPs, patients and payers are effectively gathered and analyzed.

By collaborating with cross-functional teams and external partners, the AD, Market Research supports the development of comprehensive market research strategies that inform strategic initiatives. This position plays a vital role in compiling and summarizing data on payer needs and market access challenges, providing valuable input for strategic planning. Through effective communication and coordination, the Associate Director ensures that research projects align with business objectives and that findings are effectively documented and shared, to support informed, data-driven decisions for therapeutic areas.

Key Responsibilities:

- Collaborate cross-functionally in the collection and organization of data for market research projects, focusing on HCP market perception and patient feedback
- Support the gathering of data on patient attitudes and perceptions of Novartis products and patient support programs related to their TA
- Provide initial analysis and summaries of market research data to support the execution team's strategic initiatives
- Compile reports on payer needs, pricing strategies, and market access barriers for review by the execution team
- Facilitate communication between the execution team and external vendors to ensure research projects align with business needs

- Coordinate meetings and workshops with internal teams and external partners to discuss research findings and strategies
- Assist in the documentation of research findings and insights to support internal functions and strategic planning
- Support the development of standardized templates for research instrument design and analysis
- Track progress on various research initiatives and provide regular updates to the execution team
- Assist in the preparation of performance reports and dashboards to support decision-making

Essential Requirements:

Novartis seeks a dynamic individual to implement market research initiatives, design research and collect data that addresses the key business questions and objectives of functional NVS and IDS teams to drive data-driven decision-making. The ideal candidate will have an extensive understanding of the pharmaceutical landscape, with expertise in applying different research methodologies to understand market perceptions and sentiment among HCPs, patients and payers. This role requires an individual who can establish a solid foundation of delivering actionable insights through primary research to empower strategic initiatives, marketing, and outreach efforts under their TA.

Education: Bachelor's degree in related field is required; Master of Science and/or MBA strongly preferred

- Minimum of 6 years of experience in the pharmaceutical or healthcare industry, with a strong focus on HCP, patient and payer strategic insights and analytics
- A bachelor's degree in Business Administration, Life Sciences, Data Science, or a related field; an MBA or advanced degree is strongly preferred
- 3+ years of domain expertise in these areas are highly desired: primary market research, data science, field analytics and insights, market access and patient service analytics, or other related strategic analytics and management consulting
- Strong analytical background, strategic thinking and problem-solving skills, with the ability to translate complex data into actionable insights and aligning them with business priorities for therapeutic areas to drive impactful results
- Excellent communication skills, capable of effectively collaborating with leadership across NVS and IDS functions to translate strategic objectives into the right research metrics and present complex insights effectively to diverse audiences
- Experience working in cross-functional and matrixed teams, with demonstrated ability to collaborate across functions including marketing, provider and patient engagement
- 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 per year; however, while salary ranges are effective from 1/1/24 through 12/31/24, 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 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
[Apply to Job](#)

Job ID
REQ-10053866

Associate Director, Market Research - CRM

[Apply to Job](#)

Source URL: <https://prod1.id.novartis.com/id-en/careers/career-search/job/details/req-10053866-associate-director-market-research-crm>

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. <mailto:us.reasonableaccommodations@novartis.com>
5. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/East-Hanover/Associate-Director--Market-Research---CRM_REQ-10053866-1
6. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/East-Hanover/Associate-Director--Market-Research---CRM_REQ-10053866-1