

ED, Evidence Generation TA Head, CRM

Job ID
REQ-10056630
Jul 03, 2025
USA

Summary

#LI-Remote

Novartis has an incredible opportunity for a talented individual to join our team as an Executive Director, Evidence Generation TA Head, CRM. This leadership role will lead an Evidence Generation TA team supporting CRM, driving a robust evidence generation and communication plan for priority pipeline and marketed assets in the US. In this role, the EG TA leader will be accountable for leading a team of researchers responsible for executing scientifically robust research including, but not limited to real-world/HEOR studies, economic modeling, patient preference studies and non-interventional studies. The EG leader also be responsible for ensuring the entire US EG teams portfolio of work is reflected in integrated evidence plans. Leads/co-leads development and implementation of Research Collaborations (RCs) for population health initiatives as well as ensures strategic alignment for all US access-related Medical efforts in close collaboration with VEL, Market Access, Medical Directors and other key internal collaborators. Serves as an EG leader seeking to innovate and create an industry leading function in rigor, impact and efficiency.

This position can be based remotely anywhere in the U.S. (there may be some restrictions based on legal entity). Please note that this role would not provide relocation as a result. The expectation of working hours and travel (domestic and/or international) will be defined by the hiring manager. This position will require 25% travel.

About the Role

Key Responsibilities:

- **Value Evidence Development & Execution** - Responsible for EG leadership and partnership to develop and lead the implementation of evidence strategies through leadership in the HEOR CRM. Ensures EG strategy and resulting value story/proposition are strategically aligned, robust, evidence-based, and impactful. Closely collaborates and aligns with Medical Directors, VELs and Market Access across the product portfolio in CRM, to ensure:
 - Lead team in efficient execution of cross-functional value-evidence strategies, evidence generation & evidence communication plans throughout product lifecycle for US portfolio while ensuring measurable impact of evidence strategy.
 - Collaborate / Lead strategy for, development of, submissions to, and interactions with payer groups, key institutions, regulatory authorities, the HEOR scientific community, technology companies and industry, maintaining expert knowledge on industry and policy trends that may impact patient access and reimbursement for US portfolio

- Quality of the integrated value strategies, evidence generation and evidence communications plans
- Timely availability of relevant and customized value data
- Breath/ depth/ quality of technology partnerships established to enhance evidence and value development
- High Performance of the team to advance US value & reimbursement strategies, plans and execution.
- **Innovation and Change** – Drive new approaches to bring value to customers through innovations. Evolve strategy to focus on high impact research and analyses and advance overall EG capabilities in alignment with other EG team leads.
- **External Thought Leadership and Partnership** – Partner with external scientific leaders to drive Evidence Generation strategies. Actively anticipate in shaping the health care environment including key regulatory, reimbursement and value assessment bodies (e.g., FDA, CMS,) as it relates to advancing EG strategies and tactics to address evolving needs. Create strategic advantage and leadership for Novartis with diverse external stakeholders through best-in-class congress participation, workshop participation/presentations, and leadership of scientific/medical exchanges with payers and health systems.
- **Business Partnering** - Effectively partner with internal stakeholders regarding research strategies, tactics and outcomes. Ensure execution of research on skills, comprehensive understanding of Novartis business and medical, commercial and access goals, to translate research methodology to diverse audiences. Ensure diverse medical strategies that support payers, patients and providers.
- **People and Culture** – Lead EG CRM to attract and develop top talent. Build culture and lead in line with company cultural aspiration – “Unbossed”, “Curious”, and “Inspired” Ensure all associates are being developed and are building required skills. Provide coaching and feedback to associates to help associates reach top performance.
- **Operational Excellence** - Develop and implement aligned and comprehensive account/system- based plans. Ensure clear tracking and demonstration of business impact of evidence generated. Ensure alignment with all key Novartis functions to optimize the level of support and delivery based on established metrics.
- **Planning and Budget Management** - Lead the EG TA business planning and own managing the assigned TA external budget and operating expenses to optimize impact of investment.

Essential Requirements:

- Advanced degree in Health Economics, Public Health, Epidemiology, Health Services Research or related field required (Master's or higher)
- PhD, MD or PharmD with focus in Health Economics, Public Health, Epidemiology, Health Services Research or related field preferred
- Minimum 8 years of experience in progressively senior roles within Health Economics, Outcomes Research and Market Access in the biotech, pharmaceutical, or healthcare industry
- Minimum 3 years people management experience. Proven track record of leading large teams. Experience leading field-based medical organization preferred
- Deep knowledge of US Payer environment, evolving trends, and competitive landscape.
- Expert knowledge across broad range of research methodology.
- Able to develop and deliver communications for external US audiences
- Experience with the design of clinical studies with patient centered, clinical and economic endpoints
- Able to develop, validate and/or use of Patient Reported Outcome (PRO) measures
- Experience with the analysis of US claims and HER databases to assess burden/cost of disease and/or real-world outcomes of treatment
- Demonstrated economic or disease model development to assess the value of medical products and

predict economic or budget impact

- Able to achieve organizational focus on key priorities; delegates and effectively builds talent within an organization through guidance and mentorship.
- Able to develop a strategic vision by integrating needs of diverse constituencies, scientific considerations and market knowledge to produce best in class results. Demonstrated creativity and effectiveness in addressing strategic challenges.
- Able to transition from strategy to implementation and achieve results. Track record of defining and track key metrics to drive organizational. Demonstrates initiative and a strong desire to succeed.

Novartis Compensation Summary:

The salary for this position is expected to range between \$225,400 and \$418,600 per year.

The final salary offered is determined based on factors like, but not limited to, relevant skills and experience, and upon joining Novartis will be reviewed periodically. Novartis may change the published salary range based on company and market factors.

Your compensation will include a performance-based cash incentive and, depending on the level of the role, eligibility to be considered for annual equity awards.

US-based eligible employees will receive a comprehensive benefits package that includes health, life and disability benefits, a 401(k) with company contribution and match, and a variety of other benefits. In addition, employees are eligible for a generous time off package including vacation, personal days, holidays and other leaves.

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.

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