

# Launch Excellence Strategy Manager

Job ID  
REQ-10020969  
Oct 08, 2024  
Taiwan

## About the Role

Major accountabilities:

- Identify Unmet Needs and Drive Strategy Development:
  - Deep dive in patient insights and connect the need of HCS stakeholders.
  - Drive while collaborate with x-functions to evaluation of new assets prioritization, leverage insights obtained from patient, scientific, clinical, product, regulatory and access perspective.
  - Develop a comprehensive long-term strategy to focus therapeutic areas, aligning it with the identified needs and opportunities.
- Collaborate with Internal and External Stakeholders:
  - Foster strong collaboration with internal x-functional teams to ensure the strategy incorporates diverse perspectives and expertise.
  - Form strategic partnerships with external stakeholders, including but not limited to healthcare providers, payers, and patient advocacy groups.
  - Leverage these collaborations to co-create initiatives and programs that have a positive long-term impact on patients' benefits.
- Act as a New-Launch Commercial Strategist and Architect:
  - Take a leading role in developing and implementing commercial strategies for new product launches.
  - Drive the creation of robust initiatives that align with the company's objectives and market trends.
  - Shape the business environment by identifying and capitalizing on opportunities to create something new from scratch.
- Ethics and Compliance:
  - Contribute proactively to build a credible image and positive reputation for Novartis
  - Work within any given legal framework, Novartis Ethics and Compliance policies

Key performance indicators:

- Time and quality of launch pipeline and launch readiness development:
  - In-depth insight aggregation
  - Commercial strategy effectiveness e.g. stakeholder awareness, sales forecasting, 5-yr P&L
  - Alignment across cross-function teams and resource optimization
- Successful Strategy Implementation:
  - Measure the effectiveness of the long-term strategy in terms of achieving identified needs and opportunities e.g., awareness trial usage (ATU), progress of must wins
  - Evaluate the level of collaboration and engagement with internal and external stakeholders.
  - Feedback from key stakeholders internally and externally

- 100% compliance

Minimum Requirements:

Work Experience:

- At least 5-year experience in leading pharmaceutical product strategy
- Experience with cross-disease new product launch and planning in the past 3 years, preferably in the field of Nephrology, Cardiology, Immunology and Oncology
- In-depth understanding of the Pharma market including key dynamics, competitors, country regulatory, and market access environments (reimbursement and private)
- Experience in healthcare system engagement (e.g. market access, government affairs)
- Strong data planning and analysis capability
- Experience in evidence generation strategy
- English fluency and capability of above county communication
- Strong customer engagement skills
- Influential leadership in matrix teams, strong in teamwork, communication and able build alignments
- High learning agility and curiosity for innovation and exploring new concepts

Skills:

- Agility.
- Analytical Thinking.
- Brand Awareness.
- Building Construction.
- Business Analytics.
- Cross-Functional Collaboration.
- Digital Marketing.
- Marketing Strategy.
- Media Campaigns.
- Project Management.
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Marketing.

Languages :

- Mandarin
- English.

## Role Requirements

**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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<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>

Division

International

Business Unit

Innovative Medicines

Location

Taiwan

Site

Taipei

Company / Legal Entity

TW03 (FCRS = TW003) Novartis (Taiwan) Co. Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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