

# Dir, Integrated Insights - GEP-NET

Job ID  
391542BR  
Juni 01, 2024  
USA

## Summary

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

## About the Role

The Director, Integrated Insights - GEP-NET is a key member of the US IM DIA team. This position is responsible and accountable for the generation of strategic analytical insights for disease portfolio senior management while enabling peers to grow in their analytics acumen and self-service capabilities. This position requires deep analytical expertise, the ability to understand the detail of a broad disease portfolio and/or large priority brand/s, their market dynamics and translate them into actionable insights. The Director will partner with a variety of stakeholders (brand marketing, sales leadership, market access, patient support & service, digital, finance, insights/market research, advanced analytics & forecasting) to build business insights and assure the validity and quality of the analyses. This role is responsible to oversee and support the analyses of other analysts covering same disease portfolio. In addition, while working as part of a team of analysts, the D also demonstrates the ability to work independently with a proactive approach to meet business needs and deadlines.

## Major Accountabilities (may include but not limited to):

- Shape the vision and lead the integrated Insights and Analytics plan for a business
- Develop priorities for the Insights and Analytics team based on needs of the business and input from team and stakeholders
- Proactively propose analytical solutions to business questions and problems and come up with new data driven ideas that enables better decision-making and enhance the business
- Develop solutions to problems of unusual complexity which require a high degree of ingenuity, creativity, and innovativeness
- Translate analytical findings into actionable recommendations, communicate through regular interaction with the team
- Develop advanced technological ideas and guides their development into a final product
- Develop and execute roadmap for the team to innovate by transforming the way to solve a problem using Market Research and Insight Mining.
- Design, develop, and deliver various market research projects for timely, workable and proactive decision making while providing guidance and coaching to less experienced team member
- Employ creative methodologies and strategies using internal and external data sources to identify potential patients
- Explore and evaluate new data sources for targeting to drive Insights and innovation and to identify opportunities for improvement

- Serve as prime consultant and external spokesperson for the organization on highly significant matters relating to policies, programs, capabilities, and long-range goals and objectives
- Maintain transparency into market research budgets, optimize deployment of resources, identify areas of improvement/productivity, and impact
- Maintain full compliance with internal and external guidelines: stay current on external and internal guidelines
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt

The pay range for this position at commencement of employment is expected to be between \$201,600 and \$302,400 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.

### **What you will bring:**

#### **Minimum requirements:**

- Bachelor’s degree or equivalent is required; advanced degree (MBA, PhD) in quantitative subject (e.g. statistics, economics, science or mathematics) is preferred.
- A minimum of 8 years (5 years w/ advanced degrees) of marketing-related analytic experience is required.
- Working knowledge of machine learning concepts as well as statistical analysis techniques is strongly preferred (Supervised & unsupervised learning, regression & classification, e.g. linear/logistic regression, cluster analysis, significance testing, factor analysis, ANCOVA)
- Deep understanding of pharmaceutical sales, marketing data sets is required. Prior experience in medical claims data sets (IMS, SDI, Symphony, Flatiron) a plus, as is prior marketing research experience.
- Familiarity with marketing analytics, forecasting or a decision sciences function and experience with advanced quantitative methods is a strong plus (e.g. segmentation, predictive modeling)
- Experience with statistical computing and data manipulation is a plus. (i.e. R, Python, SAS, Excel, VBA, Alteryx, SQL)

### **Why Novartis:**

Our purpose is to reimagine medicine to improve and extend people’s lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

### **You’ll Receive:**

You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

Commitment to Diversity & Inclusion: Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here:

<https://talentnetwork.novartis.com/network>

**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

US

Business Unit

Innovative Medicines

Standort

USA

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

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Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society.Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society.Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society.Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society.

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Major Accountabilities ~ Steigern Sie Ihr wettbewerbsfähiges Umsatzwachstum ~ Identifizierung und Priorisierung von Kunden mit hohem Potenzial durch Datenanalyse (HCPs und Stakeholder), die Verschreibungsentscheidungen beeinflussen ~ Steigern Sie die Vertriebsleistung durch die geschickte Orchestrierung positiver Kundenerlebnisse ~ Engagieren und Beziehungen aufbauen ~ Führen Sie wertorientierte Gespräche (persönlich und virtuell), um kritische Kundenherausforderungen, Entscheidungstreiber, Schwachstellen und Chancen zu verstehen ~ Personalisieren und orchestrieren Sie Customer Engagement Journeys für HCPs,

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