

# **TA Strategy Lead - Hematology**

Job ID REQ-10007992 Juni 26, 2024 Japan

### **Summary**

- TA Strategy Lead is responsible to co-develop IMI TA strategy, localising global IMI strategy to grow sales and market share of assigned brand/s in Hematology Therapeutic Area in Japan

#### **About the Role**

#### Major accountabilities:

- Engage with international TA to provide input of local requirements & needs for pre- and post launch brands in HEM TA
- Localize strategy to Japan market and set brand priorities based on customer insights to drive TA performance
- Drive forecasting of brand performance and work with key stakeholders to estimate budgets to deliver priorities
- Optimize resource allocation within assigned brands/indications to address customer needs
- Liaise with internal key stakeholders and develop external advocates to ensure that strategy is full executed with KPIs
- Monitor that expected performance is delivered, and take corrective action if required to meet business objectives

#### Key performance indicators:

- TA overall sales, sales and market share in assigned brand
- Improvement in reputation in HEM community
- · Efficiency gained
- Insight feedback from employees
- Ensure full compliance to all regulatory requirements

#### **Education:**

- A University level (bachelors) degree, ; Marketing, Business Administration, Science or related field
- MBA a plus

#### Work Experience:

- Experience working cross-functionally
- Pharmaceutical marketing experiences
- 5+ years of experience in field sales, related marketing services, brand management and/or medical activities in competitive business context

1/4

Business planning, project management, management reporting skills

#### Skills:

- Strong cross-functional communication and leadership
- Experience and capable of managing global communications
- Strategic, analytical and innovative thinking
- Strong ICU-I mindset

#### Languages:

Japanese: Fluent (Required)

• English: Business level (preferred)

**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? <a href="https://www.novartis.com/about/strategy/people-and-culture">https://www.novartis.com/about/strategy/people-and-culture</a>

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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.

Division

International

**Business Unit** 

Innovative Medicines

Standort

Japan

Site

Head Office (Japan) (Pharmaceuticals)

Company / Legal Entity

JP05 (FCRS = JP005) Novartis Pharma K.K.

**Functional Area** 

Marketing

Job Type

Full time

**Employment Type** 

Regular

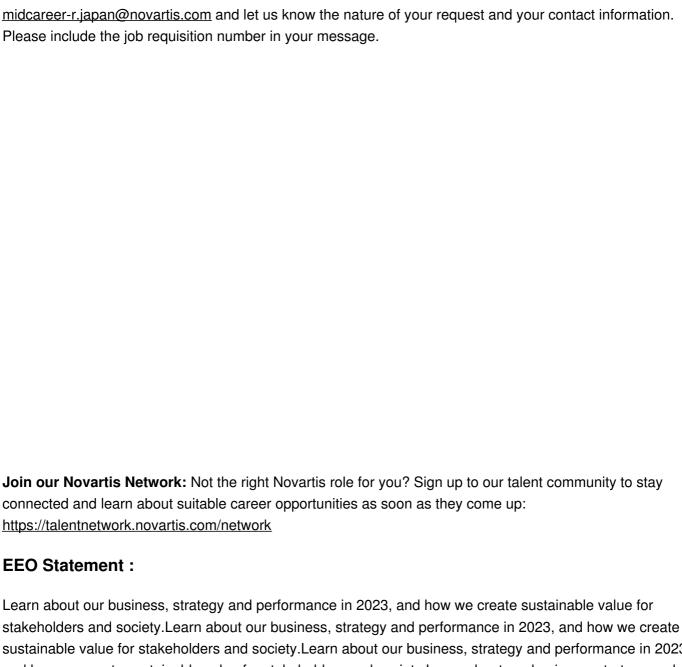
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