

# 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

- 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?

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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

Shift Work

No

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[midcareer-r.japan@novartis.com](mailto:midcareer-r.japan@novartis.com) 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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