

Executive Director, Integrated Insights - NS

Job ID
REQ-10010055
Juli 18, 2024
USA

Summary

The ideal location for this role is the East Hanover, NJ site but remote work may be possible (there may be some restrictions based on legal entity). Please note that this role would not provide relocation as a result. If the associate is remote, all home office expenses and any travel/lodging to specific the East Hanover, NJ site for periodic live meetings will be at the employee's expense. The expectation of working hours and travel (domestic and/or international) will be defined by the hiring manager. This position will require 20% plus travel."

About the Role

The Executive Director, Integrated Insights TA is a key leadership role that is embedded with the assigned US Therapeutic Area cross-functional leadership team as the key point of contact with the US TA Head, with accountability to identify and activate powerful HCP and Consumer insights and analytics learning. This role defines how the team of US TA Integrated Insights Leads and team will partner with US product GMs and the Integrated Product Strategy Team to leverage impactful insights and analytics that guide successful, customer-driven strategies and tactics. The role leads the US TA insights team across all aspects of identifying key business questions (KBQs), leading the development and execution of an Integrated Insights Plan (IIP) with its various components such as Primary Market Research (PMR), Forecasting (FC), Business Analytics (BA), data strategy, human insights (behavioral science-led) and Competitive Intelligence (CI) in collaboration with internal partners and external vendors. This role is focused on the US TA portfolio and will collaborate with the International TA team to drive an aligned enterprise strategy for the assigned TA.

This leader brings deep business experience and acumen to the role and is a passionate champion for the voice of customers and patients, with strengths in analytics (performance and predictive), behavioral insights, and a skill for defining a compelling narrative that challenges the status quo to allocate resources toward the most relevant business needs and opportunities. This leader will inspire their team to embrace the role of "Intellectual Sparring Partner", moving beyond a service provider to be proactive partners who define the "what, so what, now what" built from syndicated, custom, traditional, digital, advanced analytics, and emerging research methodologies. This leader will actively collaborate with the team in Hyderabad and functions in the Insights and Decision Science organization who lead capabilities including, but not limited to, enterprise analytics, data strategy & products, and AI technology and platforms to deliver solutions. This person will work closely with the US TA Head, General Managers and cross-functional leaders to understand their business context and opportunities and improve decision making, as well as ensuring the TA Integrated Insights meet the current and future needs of products across the TA for the US.

This role is a key partner as our organization shifts to a more customer-focused, integrated design. In collaboration with the IDS Leadership Team, this role will define and deliver new ways of working that elevates

the impact of each of the following areas for the assigned TA, especially for its priority products:

- **People:** Our business-facing Integrated Insights people will need guidance and support to understand, appreciate and own the role of Intellectual Sparring Partner, as it calls for them to extend from their technical foundations to anticipate opportunities and initiate conversations in advance of issues. The leader will also need to reset expectations among GMs and other stakeholders to ensure alignment and support of new team behaviors.
- **Integrated Insights Solutions:** “Integrated”: we need to amplify our understanding of customers and patients throughout their journey (pre-diagnosis to treatment, recovery and maintenance), and understand the intersection with customers. “Insights”: we need to employ a behavioral insights framework to understand the multiple factors that shape outcomes so that we can build solutions to effectively address key triggers and barriers related to patient success. “Solutions”: We will leverage capabilities from across IDS to deliver consistent, repeatable solutions for our business partners that lead to clear business success.
- **Enablement:** This leader must define and deliver an actionable strategy to implement new ways of partnering with business teams that balance the needs of the US TA and product teams, and create a capability plan for building the skills needed to create successful Intellectual Sparring Partners across the team.

Major Accountabilities

Leadership:

- Lead a team of ~10 Insights professionals across the US TA team, focusing on new growth opportunities and defining and executing KBQs to Insight plan
- Define and embed new skills (e.g., problem identification, behavioral research framework, articulating recommendations in relevant context) and new ways of working (e.g.: cross-functional collaboration, leveraging shared solutions/methods) to develop team capabilities.
- Foster solutions-oriented thinking by building a culture of performance, accountability, simplicity, empowerment, external orientation, and curiosity.

Partnership

- Engage with US TA Head, Product GMs across the TA, as well as cross-functional stakeholders including Medical, Marketing, Market Access, Customer Engagement and Patient Support points of contact for the TA to align on priorities and understanding of key insights.
- Participate with team members in their respective Integrated Marketing Strategy Team (IMST) and other forums to ensure strong cross-functional/divisional alignment and collaboration to deliver results.
- Work with IDS LT and Executive Directors of Enterprise Analytics, Data Strategy & Product and Business Strategy to develop and align on insights, analytics methodologies, and tools to support the TA Integrated Insights team.

Operational

- Integrate performance analytics (e.g., diagnose current results with aligned KPIs and drivers, provide clarity on root cause) and predictive analytics (e.g., data-driven scenarios and simulations) to explore/address business issues in the context of the disease area or brand.
- Identify and implement behavioral research methods that enable the team to identify, study, and determine drivers of desired/undesired consumer behaviors which impact Novartis' products and services.
- Manage the Integrated Insights Leads within the TA to include defining annual priorities, assessing core

strengths and opportunities, coaching on capability gaps, modeling desired behaviors and ways of working, and deploying resources according to priorities and needs across the TA.

- Embed a value-based Insights prioritization and budget process that creates clarity and calibration of the financial impact associated with research activities. Guide and embed this process across the TA to align on budget and resource needs using common criteria. Support direct reports in developing an operating budget directly tied to business priorities, use cases, and financial growth objectives. Lead quarterly budget reviews with the IMST leads and stakeholders to redeploy investments as priorities and market conditions evolve.
- Inform and leverage data acquisition, engineering and delivery process
- Define 3-5 year objectives for external suppliers and develop performance-based agreements for external consultants and partners, including 3rd party analytics solutions and the data teams at our agency partners
- Identify areas for process and systems innovation and implement change that will enhance the overall effectiveness of the team

What you will bring to this role:

Education:

A bachelor's degree in the related field is required; a Master of Science and/or MBA is preferred.

Experience:

Novartis seeks an accomplished commercial insights leader with a substantive industry track record including prior experience and demonstrated success in commercial operations roles. Strong leadership, partnership, change management, and intellectual maturity are needed. A strong consumer insights background is required and prior experience in Commercial management is preferred. A comprehensive understanding of the industry's complex legal and regulatory requirements, best practices in pharmaceutical marketing, and of the dynamics driving the global health care environment, are essential.

Additional qualifications are as follows:

- Minimum of 12 years of Experience (Pharma/Life Sciences Preferred)
- An understanding of core aspects of business strategy and operations, with demonstrated proficiency and direct experience in at least two commercial domains (e.g. General Management, Marketing, Sales, Sales) Operations/Training, Patient Support, Medical, Market Access) is strongly preferred.
- Must have fluency in key domains of insights, hypothesis generation, behavioral and data-science and primary and secondary research methodologies
- Learning agility a must and experience in emerging AI and ML technologies
- People management experience in Analytics & Insights organization is required
- Proven teamwork, collaboration, and people management skills with demonstrated success in building, developing, and leading a high-performing teams and culture
- Must possess an ability to foster cross-functional alignment of key stakeholders to create a disciplined, ambitious, and collaborative, global, commercial operating platform
- Strategic planning capability combined with an outstanding ability to drive execution with a focus on directing operational enhancements to increase quality and effectiveness
- Deep experience in consumer insights, including an application of behavioral and psychological research methodologies.
- Demonstrated proficiency in work force planning and leading change management initiatives
- Have successfully managed large organizations and can demonstrate the development of others

- Works effectively across functions as a team player to seamlessly help to achieve common goals without hierarchy, politics, or self-interest
- Ability to work in a dynamic, fast-paced, multifunctional team environment
- Strong communicator with excellent interpersonal skills and team orientation with the ability to challenge “group think” with objective alternative perspective and hypothesis
- Strong organization skills, detail oriented and customer focused
- Prior experiences working in consulting firms desired

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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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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