

# Launch Excellence Manager

Job ID  
REQ-10012486  
Juli 16, 2024  
Rumänien

## Summary

Are you eager to advance your marketing career?

Novartis Ag is looking for a Launch Excellence Manager to join our outstanding team in Bucharest. This is a remarkable chance to create a meaningful difference in the pharmaceutical field and contribute to the introduction of innovative products that improve the well-being of patients.

The Launch Excellence Manager will drive the governance and will be responsible for the pre-launch and launch activities for priority brands. This role ensures that all launch efforts for priority brands align with company objectives, employing a standardized framework and meticulous performance metrics to optimize market impact and ensure a successful launch.

## About the Role

### Key Responsibilities:

#### Framework & Governance Implementation:

- Ensure that all launch activities adhere to the launch excellence framework and governance.
- Integrate learnings, best practices and innovative ways to improve brand potential.
- Responsible for the local Launch Readiness Review (LRR) process for priority launches, working in collaboration with EPP, TAs and Functions.

#### KPI and Performance Monitoring:

- Establish and supervise key performance indicators for each phase in the pre-launch/ launch continuum.
- Ensure objectives are met or exceeded, providing regular performance updates to the Leadership Team (LT).
- Propose adjustment in strategies as vital based on performance data.

#### Fluid Resource Reallocation and Go-to-Market (GTM) Strategy:

- Analyze and propose the reallocation of resources to support priority launch activities.
- Develop, propose and support go-to-market strategies that align with business objectives and market demands.

#### Cross-functional Collaboration:

- Serve as the central point of coordination among different functions, encouraging teamwork and

alignment.

- Ensure all stakeholders are aligned with the company launch vision and objectives.
- Liaise with other countries and above the country functions (Cluster, Region, International) for Launch Excellence related topics

#### **Training:**

- Conduct training sessions and workshops to improve team proficiencies in launch execution.
- Keep associates updated on the latest industry trends and best practices.

#### **Tools:**

- Work collaboratively with teams on the existing tools for handling pre-launch and launch activities.
- Ensure the effective use of digital and analytical tools to support launch excellence.

#### **Required Qualifications:**

- Bachelor's degree in Business, Marketing, Life Sciences, or a related field.
- At least 3 years of experience in pharmaceutical marketing, medical, or market access.
- Substantial experience in managing innovative medicines launches.
- Deep understanding of the pharma industry's regulatory environment, market dynamics, & competitive landscape
- Excellent communication and presentation skills.
- Cross-functional team collaboration and project management.
- Resilience, adaptability and complexity management.
- Ability to prioritize effectively.
- Highly organized, proactive, and results-driven.

At Novartis Ag, we are committed to encouraging an inclusive and diverse workforce. We believe that diversity drives innovation and enables us to better serve the needs of our patients. As an equal opportunity employer (EOE), we encourage applications from individuals of all backgrounds and experiences.

We are also dedicated to providing reasonable accommodations and adjustments to applicants with disabilities throughout the recruitment process. If you require any accommodations or adjustments, please let us know and we will ensure your needs are met.

If you are a motivated and ambitious marketer looking to make a meaningful impact in the pharmaceutical industry, apply now to join our exceptional team at Novartis Ag. Together, we will successfully implement groundbreaking product launches and shape the future of healthcare.

**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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Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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### **EEO Statement :**

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