

Pharmacy Channel Lead

Job ID
REQ-10017000
Juli 24, 2024
Vietnam

Summary

Location: Ho Chi Minh #LI Hybrid

Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

About the role:

Develop and implement channel business plan with cross functional teams that deliver planned revenue and profit of Novartis portfolio.

This role will report directly to TA Head.

About the Role

Develop channel plan

- Define channel roadmap to growth as company growth objectives– Lead with cross functional teams to develop and implement retail business plan for all therapeutic areas including strategy and tactical plan, communicate approved strategic channel plan to relevant internal stake holders including MKT, Medical, FF, ERC, finance etc.
- Explore new opportunities – Lead the exploration and development of new business opportunities in retail channel.

Lead the execution and Drive Channel growth

- Revenue - Lead the implementation of the developed channel plans to achieve channel sales objectives. Negotiate and establish contractual agreements with key accounts within the channel in compliance with Novartis policies
- Growth of promoted brands - Prioritize and drive growth of promoted brands within assigned channels. Ensure product availability, stock monitoring, replenishments and reordering at key accounts level
- Understanding Channel Dynamics - Recognize key business drivers, channel influencers, Patient flows, patient and customer journeys. Drive channel strategy through understanding the marketplace, key issues, trends competitive positioning and activities of the key competitors
- Manage revenue, expenses and profitability of pharmacy channel, in alignment with business unit objectives; Manage forecast accuracy and supply continuity of channel.

Stakeholder management

- Develop and implement advocacy plan - Lead workstream with internal key stakeholders, to develop and

implement advocacy plans and drives efforts towards shaping an environment conducive to optimal access to Novartis brand in pharmacy channel.

Essential Requirements:

- More than 8 years of commercial/sales of healthcare experience, experience in retail channel
- Knowledge of the pharmacy channel, understand customer needs and expectations
- Experience in Key Account Management
- Experiences in implementing mid-term or long-term marketing campaign or program
- Customer insights and planning
- Good at communication skills

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 and Inclusion: 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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Division

International

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Innovative Medicines

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Vietnam

Site

Vietnam

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VN04 (FCRS = VN004) NVS Vietnam Company Ltd

Functional Area
Marketing
Job Type
Full time
Employment Type
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Shift Work
No
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