

# Product Manager- Cardiovascular

Job ID  
REQ-10017522  
Aug 04, 2024  
Thailand

## Summary

Location: Bangkok, Thailand #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:

Responsible for ensuring the achievement of brand sales, market share, revenue growth and management of brand through the development and implementation of marketing plans.

This role reports directly into the Marketing Manager.

## About the Role

- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand.
- Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.
- Identifies area market insights and opportunity via customer interactions.
- Executes central marketing activities as well as regional initiated marketing activities.
- Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives.
- Collaborate with cross functional teams to maximize activities.

## Essential Requirements:

- Bachelor's degree in pharmacy
- Have a minimum of 2 years of marketing experience in the pharmaceutical industry with a proven track record in strategic planning and execution
- Experience in cardiovascular will be advantage
- Cross Cultural Experience
- Project Management
- Operations Management and Execution

**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.

**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>

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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

Thailand

Site

Bangkok

Company / Legal Entity

TH05 (FCRS = TH005) Novartis (Thailand) Limited

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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