

# ED, CE Comms and Meeting Engagement

Job ID  
REQ-10011200  
Juni 12, 2024  
USA

## Summary

The Executive Director of CE Comms and Meetings Engagement plays a pivotal role in driving strategic growth within the Customer Engagement Organization. Collaborating closely with the VP of CE Operations and the CE Leadership Team, this role identifies, defines, and enables key initiatives. This role will ensure TA specific direction will align to overall CE vision through aligned VP communications, robust measurement framework, and initiating field pull-through efforts. Responsibilities include managing a \$30 million budget, serving as the Commercial Lead in the planning and execution of impactful Customer Engagement Leadership and Enterprise meetings while also driving efficiencies in the additional regional/local field meetings. Additionally, this role will design and implement a CE communication strategy with redesigned platforms and communication channels.

Ideal candidates are passionate about strategy, implementation and execution and can translate ideation through to impact. First and foremost, the ED, CE Communications and Meeting Engagement is a problem solver and innovator.

Primarily responsibilities are as outlined below, but ideal candidates demonstrate the ability to be agile, flex and adapt to meet the needs and responsibilities of an ever-evolving environment

- Represent the CE leadership vision and objectives in the planning and execution of the ONE enterprise meeting, CE leaders' summits and other opportunities touchpoints in partnership with MCE team.
- In partnership with MCE manage oversight to 30-million-dollar meeting budget and one Director or Associate Director of CE Meeting Planning & Comms.
- Lead and implement a comprehensive customer engagement communication plan to ensure coordination and optimized communication across TA's within CE
- Deliver quarterly CE updates to leadership across collaborating functional areas (IM, Product, NPS, Market Access, Medical)
- Provide strategic operational and business implementation support to CE Leadership Team
- Lead, create and execute key prioritized enterprise initiatives across the organization/enterprise
- Assess and implement best-in-class communication practices creating greater field engagement with intuitive design and streamlined channels (ex. Comms portal)
- Participate Short-Term and Long-Term Strategic Planning exercises, including creating and embedding new standards for effective critical strategic planning and reviews
- Identify gaps in the market and/or Novartis Customer Engagement approach and understand opportunities to create value propositions
- Partner with operations colleagues, including PMO function and Communications function to enable strategic initiatives
- Oversee the successful delivery of cross-functional business change initiatives

- Partner with cross-functional colleagues to develop and implement a change management approach
- Support collaboration across the team to foster learning and experimentation
- Support team to disrupt, improve and evolve ways of working when necessary
- Drive a curious, inspired and unbossed culture through collaboration & accountability, influencing and leading complex change

• The pay range for this position at commencement of employment is expected to be between \$233,600 and \$350,400 a year; however, while salary ranges are effective from 1/1/24 through 12/31/24, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an “at-will position” and the Company re-serves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual performance, Company or individual department/team performance, and market factors.

## **About the Role**

### **Education:**

Bachelor’s degree required, MBA Preferred

### **Languages:**

Fluent English, excellent communication skills

### **Travel:**

10-20% Travel Required

### **Experience/Professional:**

### **Minimum Requirements:**

- 8+ years in pharmaceutical, biotech, healthcare, or healthcare consulting industry inclusive of at least 2 different types of cross-functional roles/experience
- 2+ years in project management and translation of strategy into execution
- 2+ years leading complex projects requiring global and local alignment
- A track record of proven, successful, cross-functional leadership
- Experience in project management and translation of strategy into execution Strong familiarity with Human Centered Design, Complex Problem solving, Google Sprint, Lean Startup and Agile methods
- Experience designing/re-designing processes, and/or solutions across markets and functional teams
- Strong ability to simplify complex concepts & strategies and “tell a story” orally and in writing
- Strong analytical skills and an ability to generate insights and develop relevant action plans
- Strong influencing skills, and the ability to exercise tact and diplomacy in stressful situations
- Ability to manage multiple priorities and a heavy workload
- Ability to develop and lead compressed timelines across a matrixed team

## Preferred Requirements:

- 4+ years within a significant consultancy group (e.g. McKinsey, BCG, Bain)
- Global or regional experience (project-based, full-time, or temporary roles for 6 months or more)

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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

Der Umsatz

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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