

# Therapy Area Lead (ONCO/Hema & NS/Imm)

Job ID

393468BR

Apr 16, 2024

Ukraine

## Summary

-To lead, manage and develop the overall performance of the business franchise/unit's current and future product portfolio and deliver sales and profits within agreed budgets. Lead and develop a high-performing sales and marketing team and build effective and enduring business relationships with key customers/ stakeholders. -Typically leads a very small revenue organization, covering both sales and marketing activities, with responsibility to drive performance and develop operational strategy of a specific product portfolio

## About the Role

### Major accountabilities:

- Accountable for delivering the business unit/ franchise sales, market share, and profitability to meet or exceed budget targets -Define, develop and implement short and long-term strategic marketing and sales plans in line with regional & global marketing strategy.
- Monitor market trends, sales and product performance, conduct regular reviews against plans and take corrective action as required.
- Drive the growth of the BU/ BF by establishing growth plans for existing products, effectively manage their life cycle, successfully launch line extensions and new products; establish and manage effective strategic partnerships.
- Define, drive and oversee the launch planning and execution of upcoming key launches by ensuring seamless cross-functional and (as applicable) cross-divisional collaboration -Develop and strengthen strategic relationships with customers (e.g. physicians, key accounts, specialty pharmacies, KOLs and payors) to support medical and commercial activities in alignment with compliance guidelines -Optimize sales force performance and return on investment.
- Enhance sales force capabilities and continue to develop innovative commercial strategies to ensure success in an evolving healthcare environment -Partner with other franchise heads and support in the development of an agile, customer-led digital and customer solutions strategy which meets the evolving needs of the business, our customers and patients.
- Responsible for the budget and financial performance of the unit, ensure alignment to all Ethics, Risk & Compliance policies and manage key processes.
- Successfully lead the franchise team, managing all people-management related processes (recruiting, performance management, coaching).
- Identify and build key capabilities, talent pipeline and ensure proper development of assigned people.
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt -Distribution of marketing samples (where applicable)

### Key performance indicators:

- BU revenue and revenue growth, market share and market share growth, profitability -Operational Excellence -Our Voice survey, D&I KPIs, Capability development, Succession plans strength, High profile turnover

**Minimum Requirements:**

**Work Experience:**

- People Leadership.
- P&L or Unit Accountability.

**Skills:**

- NA.

**Languages :**

- English.

**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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<https://talentnetwork.novartis.com/network>

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

Location

Ukraine

Site

Kyiv

Company / Legal Entity

UAP0 (FCRS = CH024) NOPH SERVICES UKRAINE

Functional Area

Commercial & General Management

Job Type

Full time

Employment Type

Regular (Sales Manager)

Shift Work

No

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