

# Senior TA Strategy Lead - Specialty

Job ID  
REQ-10003615  
Apr 25, 2024  
Japan

## Summary

The TA Strategist is responsible to co-develop IMI TA strategy, localising global IMI strategy to optimize sales, grow market share and revenue for a brand or set of brands in the short and long term.

## About the Role

### Major accountabilities:

- Engage with global TA to shape future strategy and ensure Japan market voice is heard
- Engage with International TA to input requirements for pre and post launch from Japan
- Localize strategy to Japan market and set brand priorities to drive TA performance
- Liaise with TA ecosystem leads to ensure that operational requirements are consistent with the strategy
- Drive forecasting of Brand Performance and work with TA Ecosystem leads to estimate cost to deliver priorities
- Develop deep understanding of the market dynamics in the Therapeutic Area, identifying short and long term opportunities to enhance the brand

### Key performance indicators:

- Brand sales and market share

### Minimum Requirements:

#### Education:

- A University level (bachelors) degree; Marketing, Business Administration, Clinical Research, or related field.
- MBA a plus.

#### Languages:

- English: Business level mandated
- Japanese: Business level mandated

#### Experience/Professional requirement:

- Experience working cross-functionally and trans-nationally
- Pharmaceutical marketing experiences
- 5-7 years of experience in field sales, related marketing services, brand management and/or medical activities.

- Strong interpersonal skills
- Business planning, analysis, management reporting skills
- Internal cross functional communication and leadership

#### Competency

- Strong relationship management and natural collaborator
- Experience and capable of managing Global communications
- Strategic, analytical and creative thinking
- Agile mindset

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Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together?

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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.

#### Location

Japan

Site

Tokyo

Company / Legal Entity

JP05 (FCRS = JP005) Novartis Pharma K.K.

Functional Area

Marketing

Employment Type

Regular

Shift Work

No

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If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to [midcareer-r.japan@novartis.com](mailto:midcareer-r.japan@novartis.com) and let us know the nature of your request and your contact information.

Please include the job requisition number in your message.

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