

Head, TA Integrated Insights Portfolio - Remote

Job ID
REQ-10010054
Jun 07, 2024
USA

Summary

This position can be based remotely anywhere in the U.S. (there may be some restrictions based on legal entity). Please note that this role would not provide relocation as a result. The expectation of working hours and travel (domestic and/or international) will be defined by the hiring manager. This position will require 20% travel.”

About the Role

The Head, TA Integrated Insights Portfolio is a key leadership role that is embedded with US Commercial business leaders, partnering directly with the US Executive Vice President and Chief Commercial Officer as their primary contact, accountable for the full portfolio of integrated insights across all aspects of commercial products, BD&L opportunities, life cycle strategies powering growth over the next five years. This role is the strategic thought partner to the EVP CCO as they guide the org towards delivering on our US strategic imperatives.

This senior leader is accountable to elevate the impact of our Insights teams, by fully harnessing the power of Consumer insights (Human Insights), advanced analytics, and decision science. This role will define how the team of Integrated Insights will partner and focus across the portfolio to leverage impactful insights and analytics that guide successful, customer-driven strategies and tactics at the most senior levels, and all the way through the broader IDS and US organization.

The role will lead a team of seasoned Vice President Insights Leads across the US portfolio, who are accountable for the full delivery of Insights across the value chain. Key accountabilities of this team include identifying key business questions (KBQs), critical hypothesis generation, leading the development and executing an Integrated Insights Plan (IIP) with its various components such as Primary Market Research (PMR), Forecasting (FC), Business Analytics (BA) and Competitive Intelligence (CI) in collaboration with top CPOs, Hyderabad team, GBS and external vendors.

This leader brings deep business experience and acumen to the role, and is a passionate champion for the voice of customers and patients, with strengths in analytics (predictive and performance), behavioral insights, and a skill for defining a compelling narrative that challenges the status quo to allocate resources toward the most relevant business needs and opportunities. This leader will inspire the Integrated Insights organization to embrace the role of “Intellectual Sparring Partner”, moving beyond a service provider mindset to be proactive partners who define the “what, so what, now what” built from syndicated, custom, traditional, digital, advanced analytics, and emerging research methodologies. This leader will actively collaborate with the team in Hyderabad and functions in the Insights and Decision Sciences organization who lead capabilities including, but not limited to, enterprise analytics, data strategy & products, and AI technology and platforms to deliver solutions.

This person will work directly with the US EVP Chief Commercial Officer and cross-functional leaders to understand the US portfolio business context and opportunities, ensuring Integrated Insights meets the current and future needs of the portfolio. This person will sit with US LT at MBR and be accountable to fully articulate the drivers of performance and insights that should shape our strategies and direction.

This role reports to the Chief Insights & Decision Sciences Officer for Novartis US, and is a key partner as our organization shifts to a more customer-focused, integrated design. This leader will be accountable for democratizing insights across the US commercial organization. In collaboration with the IDS Leadership Team, this role will define and deliver new ways of working that elevate each of the following areas:

Major Accountabilities:

Leadership:

- Lead a team of 40+ Insights professionals across the US portfolio (Oncology & Pharma) embedded with existing product teams and our teams focused on new growth opportunities and defining and executing KBQs to Insight plan
- Define and embed new skills (e.g., problem identification, behavioral research framework, articulating recommendations in relevant context), and new ways of working (e.g., cross-functional collaboration, leveraging shared solutions/methods) to develop team capabilities.
- Foster solutions-oriented thinking by building a culture of performance, accountability, simplicity, empowerment, external orientation, and curiosity.
- Cross-functional leadership at C-suite level

Partnership

- Engage with the US President, US Chief Commercial Officer, Chief Financial Officer, Chief of Customer Experience, Chief Marketing Officer, Chief Medical Officer, Chief Novartis Patient Support Officer, Chief Market Access Officer and other senior leaders to align on priorities and understanding of key insights.
- Participate with team members in their respective Therapeutic Area Leadership (TAL) and/or Integrated Product Strategy Team (IPST) forums to ensure strong cross-functional/divisional alignment and collaboration to deliver results.
- Work with IDS LT and leaders in Enterprise Analytics, Data Strategy & Product and Business Strategy to develop and align on insights, analytics methodologies and tools to support the Integrated Insights team.

Operational

- Define, build, and install a consistent Integrated Insight capabilities model across the portfolio and for each team. This includes scope, current state assessment, tools/process recommendations, governance, operating model, and real-time measurement framework.
- Integrate performance analytics (e.g., diagnose current results with aligned KPIs and drivers, provide clarity on root cause) and predictive analytics (e.g., data-driven scenarios and simulation) to explore/address business issues in the context of the disease area or brand.
- Identify and implement behavioral research methods that enable the team to identify, study, and determine drivers of desired/undesired consumer behaviors which impact Novartis' products and services.
- Manage the Integrated Insights Leads, to include defining annual priorities, assessing core strengths and opportunities, directly coaching on capability gaps, modeling desired behaviors and ways of working, and deploying resources according to priorities and needs across the portfolio.
- Embed a value-based Insights prioritization and budget process that creates clarity and calibration of the financial impact associated with research activities. Guide and embed this process across the portfolio to align with budget and resource needs using common criteria.

budget directly tied to business priorities, use cases, and financial growth objectives. Lead quarterly budget reviews with stakeholders to redeploy investments as priorities and market conditions evolve.

- Inform and leverage data acquisition, engineering and delivery process
- Define 3-5 year objectives for external suppliers and develop performance-based agreements for external consultants and partners, including 3rd party analytics solutions and the data teams at our agency partners
- Identify areas for process and systems innovation and implement change that will enhance the overall effectiveness of the team
- Establish and run the following core capabilities:
- Decision Management & Issue Resolution: Establish clear roles and guidelines for faster and more efficient decision-making and issue escalation / resolution processes
- Business Planning Effectively manage changes in demand by strategically deploying service delivery capacity (resources, systems, tools, and investment). Manage financial activities with an eye on maximizing the organizations ROI
- Planning Service Delivery: Effectively deliver services by understanding the underlying purpose of the service, establishing up-front terms, conditions, and performance metrics
- Performance and Continuous Improvement: Continually measure and improve service performance

What you will bring to this role:

Education:

Bachelor's degree in related field is required; a Master of Science and/or MBA is preferred

Experience:

Novartis seeks an accomplished commercial insights leader with a substantive industry track record including prior experience and demonstrated success in commercial operations roles. Strong leadership, partnership, change management, and intellectual maturity are needed. A strong consumer insights background is required and prior experience in Commercial management is preferred. A comprehensive understanding of the industry's complex legal and regulatory requirements, best practices in pharmaceutical marketing, and of the dynamics driving the global health care environment, are essential.

Additional qualifications are as follows:

- Minimum of 20 years of Experience (Pharma/Life Sciences Preferred), of increasing responsibility in an insights and / or analytics capability.
- Must be a thought leader in business strategy and operations, with demonstrated fluency and direct experience in at least 2+ commercial domains (e.g. General Management, Marketing, Sales, Sales Operations/Training, Patient Support, Medical, Market Access)
- Must have fluency in key domains of insights, hypothesis generation, behavioral and data-science and primary and secondary research methodologies
- Learning agility a must and experience in emerging AI and ML technologies
- People management experience in Analytics & Insights organization is required
- Proven teamwork, collaboration, and people management skills with demonstrated success in building, developing, and leading a high-performing teams and culture
- Must possess an ability to foster cross-functional alignment of key stakeholders to create a disciplined, ambitious, and collaborative, global, commercial operating platform
- Strategic planning capability combined with an outstanding ability to drive execution with a focus on directing operational enhancements to increase quality and effectiveness
- Deep experience in consumer insights, including an application of behavioral and psychological research

methodologies.

- Demonstrated proficiency in work force planning and leading change management initiatives
- Have successfully managed large organizations and can demonstrate the development of others
- Works effectively across functions as a team player to seamlessly help to achieve common goals without hierarchy, politics, or self-interest
- Ability to work in a dynamic, fast-paced, multifunctional team environment
- Strong communicator with excellent interpersonal skills and team orientation with the ability to challenge “group think” with objective alternative perspective and hypothesis
- Strong communicator with excellent interpersonal skills and team orientation
- Strong organization skills, detail oriented and customer focused

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 & 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>

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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Division

US

Business Unit

Innovative Medicines

Location

USA

Site

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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EEO Statement :

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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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