NOVARTIS

Field Engagement Manager

Job ID
REQ-10021776

9   20, 2024

Italy

In your role as Field Engagement Manager, within the IBEEM organization, in the Operations & Field Engagement Team, you will work in synergy with Therapeutic Areas - TAs (i.e. Therapeutic Area Heads, Sales Heads, Marketing Heads and Leads) and Functions (i.e. Innovation&Patient Journey, Medical, Value&Access) to drive and understand key drivers in Field Engagement leveraging know how, analytics and incentive proposals, generating business insights for TAs, Functions and Leadership Team.

You will act as a business partner to the sales and functions leaders sharing Sales Force Effectiveness deliverables, segmentation & Targeting, account planning, incentive schemes proposals, KPIs and calculation, creating insights through market analytics.
You will thus contribute to the definition of a roadmap on how to excel through sales effectiveness and efficiency.

About the Role

Key responsibilities:

Your role will be key in driving and enabling the organization to leverage data to drive decision making, through the use of groundbreaking technologies. In particular you will be responsible for:

- **Field Excellence measurement**: providing omnichannel data analytics and developing an effective SFE strategy support and sales targeting process distribution by developing, tracking, and sharing relevant sales metrics. Ensuring the delivery of Field Force Effectiveness analytics to drive performance. Leveraging Inside Sales to drive field effectiveness while providing above-country governance. Working in synergy with Region Europe and Global to reach common KPI monitoring on Meaningful Interactions analysis and reporting.
- **Performance management**: for main Therapeutic Areas and Functions through developing, upgrading and monitoring Field Force incentive schemes aligned to strategic company and Therapeutic Area/Functions plans
- **Profiling of key strategic targets to support brand strategy and launches:** Supporting projects that involve resource allocation
- Working in synergy with the Systems&Operations colleagues, including development and management of integrated project plans, business requirements process, and field delivery planning
- **Driving** and **enabling** the organization to leverage data to drive decision making, through the use of groundbreaking technologies.

Essential Requirements:

- University Degree (STEM or Economics/Statistics area is preferred)
- English and Italian on a fluent level
- At least 3 years of relevant experience in Data Science
- Experience in Sales Force Effectiveness, data analysis, presentation and FF/Customer facing incentive scheme management
- A previous business experience (e.g., Marketing or Sales) in a matrix environment with proven ability in decision making, influencing and negotiating skills, team-working, business partnering, management of multiple stakeholders
- Deep expertise in pharma marketplace and commercial models, with a deep understanding of relevant trends in the industry, key dynamics, competitors and market environment
- Proven experience working with Global and Regional teams.

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 will 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 learn 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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Benefits and Rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: https://www.novartis.com/careers/benefits-rewards

International

Business Unit
Innovative Medicines

Italy

Milano

Company / Legal Entity
IT08 (FCRS = IT008) Novartis Farma S.p.A.

Functional Area
Sales

Job Type
Full time

Employment Type
Regolare

Shift Work
No

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