

## Renal Launch Lead

Job ID  
REQ-10032275

12月 16, 2024

South Korea

### 摘要

As Novartis aspires to solidify market leadership in innovative medicines space,

- Define key success factors to launch new renal assets
- Establish product strategy in agreement with local management and global marketing department, and implement supporting tactical plans/projects.

### About the Role

Major accountabilities:

- Understands and engages key external stakeholders and healthcare system relevant to the diseases to accelerate patient access.
- Develops launch-readiness plans of brand strategy, forecasts, promotional campaigns & tactical plans.

- Runs market research programs & market insights for responsible brand and monitors /anticipates market development.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brands.
- Leads the cross-functional local/regional brand Team, incl. coordination of 1 Impact Plan, and monitoring the execution of objectives
- Leads the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Acquire/possess an in-depth knowledge of the customer/market, key dynamics and company policies as well as up to date knowledge of key competitors and their likely strategies.
- Identifies area market insights and opportunity via customer interactions
- Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives
- Compliance with applicable policies, procedures and other regulations
- Identify specific needs for each segment of patients and the implications of the disease

#### Key performance indicators:

- Intent-to-Prescribe/Net Promoter Score post-launch
- Market share & market share growth
- Performance management and employee relations, feedback, meetings, surveys (i.e. Field Force, Marketing capabilities, Global Marketing, Medical Department, Regulatory Department)
- Ensure full compliance to all regulatory requirements

#### Minimum Requirements:

Education : University degree in bioscience, medicine, business, and/or economics,

#### Work Experience:

- Sales and Marketing in healthcare/Pharma business
- Pre-launch activities
- Market knowledge and network is desirable.
- Able to understand changing dynamics of pharmaceutical industry.

## Skills:

- Agility.
- Analytical skill.
- Change Management.
- Cross-Functional Collaboration.
- Customer Orientation.
- Healthcare Sector Understanding.
- Influencing Skills.
- Marketing Strategy.
- Negotiation Skills.
- Operational Excellence.
- Priority Disease Areas Expertise.
- Problem Solving Skills
- Product Marketing/Strategy.
- Professional Communication
- Stakeholder Engagement & Management.
- Strategic Partnerships.
- Teamwork

## Languages :

- English - fluent
- Korean - fluent

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部门

International

Business Unit

Innovative Medicines

地点

South Korea

站点  
Seoul

Company / Legal Entity  
KR01 (FCRS = KR001) Novartis Korea Limited

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

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