

## Business Excell. & Execution IM Head, AR

Job ID  
REQ-10034488

12月 18, 2024

Argentina

### 摘要

The BE&E Head is a member of the local Innovative Medicines Leadership Team (IMLT), overseeing key diverse areas of the business such as Sales Force Effectiveness, Patient Support Programs, Omnichannel Campaign Management, Data, Analytics & Insights, Performance Management, and Commercial Innovation.

The BE&E Head, who might share responsibility for the performance of certain mature brands, is a key service function within the organization. This includes supporting the Therapeutic Areas in devising strategy and execution, enhancing Medical Excellence capabilities, and strengthening Access ability to read and shape the ecosystem.

The BE&E Head needs to display a broad array of hard and soft skills, from well-honed capabilities as a business operator to the ability to inspire through narratives and thought leadership. This role requires maintaining excellence in execution according to plan while also influencing key stakeholders on new decisions and guiding the organization along a continuous improvement path.

About the Role

# Major Responsibilities

- Lead a team of talented individuals, empowering them to deliver outstanding results, while maintaining their ongoing commitment to grow professionally
- Support the Therapeutic Areas in devising, executing and innovating on go to market strategies
- Coordinate Sales Force Effectiveness activities, from target setting processes, to monitoring Field Execution to chairing Incentive Committees
- Sustain the continuous improvement journey in Patient Support Programs, from Value Proposition design to Operations and Quality Management
- Build up the organization ' s Omnichannel Campaign Management capabilities, supporting the team in becoming a key business ally
- Ensuring synergies with key areas which generate content and position the company (eg. Communications, Public Affairs) are always captured
- Create a Data and Analytics strategy, from monitoring Performance to tracking Operations to generating valuable business Insights
- Promote a culture of innovation by introducing new tools, technologies, and practices
- Develop a local Innovation narrative, socializing internally, building associate capabilities and becoming an external advocate
- Accompany other functions of the organization, such as Medical and Access, in building new capabilities and deliver superior performance, including field execution metrics customer engagement excellence
- Where applicable, drive performance, via innovative go to market models, for Portfolio and Alliances brands, and BD&L opportunities
- Continuously review the progress and scope of work, fine tuning the plan for continuous impact accordingly
- Continuously review processes and propose new ways of doing them better and simpler
- Benchmark against industry standards to adopt best practices in the domain within the role ' s remit
- Co-develop an AI strategy and co-lead the transformation roadmap for the company, from identifying key use cases to upskilling the workforce
- Become a key member of the IMLT, supporting key cross-functional workstreams and inspiring prompt decision making with enterprise mindset
- Become a key partner of the Business and the Functions also from a regional perspective, to understand priorities and strategy in field execution matters and beyond
- Execute all the above with the utmost adherence to Internal processes/policies and with the highest ethical standards

# Key Requirements

## Experience

- Degree in Medicine (or Bio Sciences), Engineering, Business Administration or Communication Sciences
- 15+ years of experience leading diverse multi-functional teams of various sizes
- 5+ years of experience in Life Sciences and/or Healthcare
- Extensive Consulting and/or Project Management experience

- Entrepreneurial experience as a founder or early employee
- Experience working with/for Government
- Previous exposure to designing and managing Patient Support Programs
- Understanding of Outcome Based Agreements in Life Sciences
- Proven record inspiring and leading change

## Capabilities

- Digital Marketing: Content Strategy, Email Marketing, Search Engine Optimization, Paid (Online) Advertising, Omnichannel Campaign Orchestration
- Data & Analytics: Data Strategy, Customer Insights, Return On Investment Analysis (ROI), A/B testing, Data Science pipelines
- Innovation: Scrum, Design Thinking, Business Model Canvas, Generative AI task execution and creative workflow management
- Operations: Operations Management, Quality Control, Six Sigma
- Leadership: Change Management, Cross-Functional Collaboration, Influencing Skills, Stakeholder Engagement and Management
- Other: Agility, Adaptability, People Management, Public Speaking

## Languages

- Native Spanish
- Fluent English

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部门  
International

Business Unit  
Innovative Medicines

地点  
Argentina

站点  
Ramallo (Argentina)

Company / Legal Entity  
AR01 (FCRS = AR001) Novartis Argentina S.A.

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

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