

## Hematology Product & Solution Partner East-Switzerland & Hematology Brand Manager (80-100%\*)

Job ID  
REQ-10039453

3月 31, 2025

Switzerland

### 摘要

Der Vertriebsmitarbeiter ist ein führender Treiber unserer Kundeninteraktionen und unserer Vertriebsleistung. Er ist das Gesicht unseres Customer Experience-Ansatzes und baut tiefe Beziehungen auf, die Kunden und Patienten einen Mehrwert bieten, um das Umsatzwachstum auf konforme und ethische Weise voranzutreiben.

### About the Role

Major Accountabilities Product & Solutions Partner (70%)

- Maintain and enhance knowledge of products, product strategy, positioning, key messages, services, programs and company developments. Analyze the market situation and competitive landscape to inform strategies and business decisions.

- Strategic Planning and Execution: Develop and implement business plans across the healthcare ecosystem, including key account management (KAM) action plans, to achieve account objectives. Map patient journeys and collaborate with cross-functional teams to address care gaps and enhance discharge management.
- Contributes positively to the Sales, Marketing and Medical teams sharing business insights based in deep competitive analysis, developing co-operative relationships and collaborative efforts to achieve team and company objectives.
- Foster strong relationships and partnerships with key customers, ensuring best-in-class experience and satisfaction. Leverage existing networks and establish new ones to improve access to therapy and patient outcomes.
- Operational Efficiency and Performance: Achieve sales, productivity, and performance targets within budget and timelines. Execute coverage and frequency plans, and monitor brand performance using appropriate tools, taking corrective actions as needed. Ensure timely and accurate reporting and handle customer inquiries professionally.

#### Major Accountabilities Hematology Brand Manager (30%)

- Co-lead short- and long-term disease area plans and the Hematology Brand Team, develop and implement marketing strategies, and continuously apply market insights and competitor knowledge. Displays Strategic Learning Mindset to continuously learn, interpret and apply external insights.
- Create and execute national promotional campaigns and tactical plans within budget, monitor and analyze the effectiveness, and ensure budget accuracy (budget accuracy of +/-3%), and compliance with regulations.
- Develop and manage the omni-channel communication plan, coordinate content creation with relevant teams, and monitor engagement impacts, adjusting strategies as needed.
- Foster an innovation mindset, encourage out-of-the-box thinking, and drive experimentation for continuous improvement of omni-channel strategies and brand executions.
- Understand patient journey drivers, coordinate and fuel disease area partnership projects, share best practices, and support Patient Service Programs in co-creating solutions with key accounts. Shares best practice above country level.
- Ensure that patient views are incorporated into business decisions and solutions, enhancing patient engagement and outcomes in alignment with Novartis' objectives.

#### What you 'll bring to the role:

- Bachelor's degree in Marketing, Business, Life Sciences, or validated equivalent through professional experience
- Business fluent in German and English, French is a plus
- 2+ years of professional background in pharmaceutical sales, focusing on the ethical promotion of products to specialist physicians
- Proven experience in brand management, preferably in the pharmaceutical or healthcare industry, experience in Oncology/Hematology is a plus
- Ability to work effectively in a cross-functional team environment
- Strong analytical and problem-solving skills

## 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>

Disclaimer\*: Some restrictions on flexible working options may apply and will be discussed during interview if applicable

## 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>

## Commitment to Diversity and Inclusion / EEO:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

## Accessibility and accommodation:

Novartis is committed to working with and providing reasonable accommodation to all individuals. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to receive more detailed information about the essential functions of a position, please send an e-mail to [diversity.inclusionch@novartis.com](mailto:diversity.inclusionch@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

## 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>

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Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: <https://talentnetwork.novartis.com/network>

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>

部门

International

Business Unit

Innovative Medicines

地点

Switzerland

站点

Rotkreuz (Field-Based)

Company / Legal Entity

C018 (FCRS = CH018) Novartis Pharma Schweiz AG

Functional Area

Sales

Job Type

Full time

Employment Type

Regulär

Shift Work

No

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