

## Innovative Access Head - Kerala based

Job ID  
REQ-10045037

3月 28, 2025

India

### 摘要

The Innovative Access Head based out of Kerala is a senior position which involves supervising all business operations in Kerala. The role includes directly managing sales, marketing, market access, commercial excellence and key accounts (institutional business) and stakeholder relationships to deliver profitable business. The primary objective is to expand the reach of Novartis products to patients while establishing solid connections with major healthcare providers and government stakeholders in the assigned state or states.

### About the Role

Major accountabilities:

Key responsibilities of an Innovative Access Head at Novartis India include:

- Responsible for the overall business performance in the designated state or cluster of states,

which involves achieving sales targets, managing expenses, and ensuring profitability.

- Directly managing sales, marketing, key accounts, market access, commercial excellence functions to formulate and implement strategic initiatives to secure access for Novartis products within the state or states, which entails collaborating with private & government stakeholders, HCPs, and key opinion leaders. Lead and manage a team, providing guidance, support, and coaching to ensure their professional development and achieve team objectives.
- Supervising and inspiring a team of sales representatives in the cluster, offering guidance and coaching to accomplish sales objectives. Establishing strong connections with essential healthcare providers, hospitals, and other stakeholders in the state or designated states to advocate for Novartis products and ensure patient accessibility.
- Examining market trends, competitor activities, and patient requirements to formulate targeted strategies. Track and analyse the impact, performance, and return on investment of initiatives, and provide regular reporting to leadership team.
- Directing the successful introduction of new Novartis products, which includes market education and promotional campaigns.
- Actively associating with pertinent healthcare organizations, patient groups, and governmental representatives to support Novartis products and policies.
- Collaborate with cross-functional teams, including market access, marketing, sales, ERC and legal departments, to develop and execute partnership strategies that align with business objectives and drive mutually beneficial outcomes. Ensure compliance with all regulatory requirements and guidelines, and maintain high ethical standards in all activities.
- Stay updated on industry best practices and continuously seek opportunities for innovation and improvement in strategic initiatives.

Qualifications include:

- Demonstrated expertise/leadership in multiple pharmaceutical functions like sales, marketing, market access, Key accounts, commercial excellence within the Indian market, experience with the (state name - preferred).
- Comprehensive comprehension of the healthcare landscape, encompassing market dynamics, reimbursement regulations, and key stakeholders.
- Proficient in leadership and team management, capable of inspiring and nurturing sales teams.
- Outstanding communication, negotiation, and interpersonal abilities to forge enduring customer alliances.
- Strategic mindset and adept at creating and executing effective business plans.
- Strong analytical proficiency to interpret market data and make well-informed decisions.

Ethics and Compliance

- Works within Ethics and Compliance policies and ensures those around him/her do the same.
- Works to ensure a diverse and inclusive environment, free from all forms of discrimination and harassment.

Languages :

- English.
- Hindi
- Malayalam

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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部门

International

Business Unit

Universal Hierarchy Node

地点

India

站点

Kerala

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Market Access

Job Type

Full time

Employment Type

Regular

Shift Work

No

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



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