

## Brand Manager

Job ID  
REQ-10046089

3月 27, 2025

Canada

### 摘要

Location: Montreal or Toronto, #LI-Hybrid

Novartis is unable to offer relocation support for this role; please only apply if this location is accessible for you.

About the role:

Drive ONE TA strategy ensuring strong competitive x-functional leadership & maintaining functional strategic alignment and collaboration though leading ruthless focus on key priorities to maximize brand performance and impact including launch readiness for future pipeline assets/indications within the Gene Therapy space

The role reports directly into the GTx Strategic Director and you will work closely a cross-functional team.

Permanent position

## About the Role

### Key Responsibilities:

- Lead a “one team” cross-functional mindset role-modeling clear expectations for the extended team to ensure optimal prioritization, alignment, development and execution of brand strategies and tactics (commercial, finance, Value and Access, Comms & PE etc)
- Drive the strategy development and execution of key marketing initiatives to support business performance
- Prepare launch readiness for future indications within TA and drive development of competitive strategies/tactical plans and oversee strategic directions of the TA portfolio
- Prepare and lead ongoing commercial field upskilling and the onboarding process for GTx
- Co-accountability for annual sales objectives and budget investment accountability on entire spend with the Strategic GTx Director
- Devise and recommend appropriate product strategies through the analysis of available data (performance report, customer experience impact etc) especially in launch setting
- Harmonize all current resources (including Risk Management Process) in line with current strategy
- Liaise with Regional and Global teams on key learnings to maximize opportunities.

### Essential Requirements:

- Bachelor ' s degree with 8-10 years of pharmaceutical experience (+3 years Marketing), with an excellent track record for driving performance
- Superior Business Acumen / Strategic Thinking and Planning
- Experience with various product life-cycles - launch, growth phase etc
- Initiative, self-motivation and superior organizational and time management skills
- Experience working with multi - functional teams within a large organization & leading without authority

### Desirable Requirements:

- Experience in Rare Disease
- Agility & innovative project examples

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部门

International

Business Unit

Innovative Medicines

地点

Canada

站点

Montreal

Company / Legal Entity

CA04 (FCRS = CA004) NOVARTIS PHARMA CANADA INC.

Alternative Location 1

Toronto, Canada

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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