

## Executive Director International

Job ID  
REQ-10047378

4月 14, 2025

Switzerland

### 摘要

-Responsible for a consistent, cross-functional brand strategy shaping and implementation, for all assets having moved from Global to International TA until the handover to IBBI. Will evolve globally created early brand strategies, such as the Integrated Product Strategies (IPS) into a competitive, truly cross-functional launch plan that is fit-for-purpose for core IMI markets and sets a foundation of launch success for Novartis ' next blockbusters. (International) -Leads strategic, cross-functional decisions for International and above-brand strategic initiatives, incl. partnerships, policy shaping, and for launched assets, will monitor and respond to major events and competitive landscape developments. (International) -Close interaction with core IMI markets, collaboration with MAP and CE&E teams to shape launch deliverables and TA-relevant customer experiences/ journeys and campaigns/ content for major IMI markets, and with respective IM-US counterpart to ensure consistent brand positioning worldwide, leverage learnings and transferable practices. (International) -Leads, manages and develops the overall performance of the TAs current and future product portfolio and deliver sales and profits within agreed budgets. (Region/cluster/country) -Leads and develops a high-performing sales and marketing team and build effective and enduring business relationships with key customers/ stakeholders. (Region/cluster/country) -Typically leads a medium to large revenue country organization, covering both sales and marketing activities, with responsibility to drive performance and develop operational strategy for their organization. (Region/cluster/country)

## About the Role

Our ambition is to be recognized as the #1 Oncology company in international markets and a successful RLT portfolio, is central to this ambition.

The Executive Director International, Actinium, plays a pivotal role in building an end-to-end brand strategy, creating a vision, International strategy aligned with the GPT and across major international markets. As an enterprise leader, the ED will focus on the top three countries (Germany, Japan, and China) and Regions, collaborating with commercial insights on the Actinium programs and the successful launch of Actinium to achieve blockbuster status with over \$1 billion in sales across two indications, thereby making a significant impact on patients' lives.

The incumbent will collaborate closely with Global Drug Development (GDD), International Medical Affairs, Value & Access, Strategy & Growth, and Customer & Market Activation teams to drive consistent strategy development and execution. This role also leads the commercial team, fostering a culture of innovation, collaboration, and execution excellence.

### Key Responsibilities

- Collaborate closely with GDD to influence trial designs, go/no go criteria, TPP & Integrated Evidence Plan and maximize commercial attractiveness & patient access for Actinium indications.
- Lead through critical stages of new product development, from assessment to commercial strategy to launch readiness with a deep understanding of scientific principles and a strong business acumen.
- Lead the development and execution of comprehensive integrated plan, including, product positioning, differentiation, pricing scenarios and scientific message to maximize market penetration and Actinium growth.
- Analyze market trends and conduct extensive market research, capturing perspective from customers, deeply understanding market dynamics, competition. Use data-driven insights to inform demand and strategic decisions.
- Develop and partner with the top 3 countries (China, Japan, and Germany) to create robust strategic plans, ensuring meticulous execution and performance measurement. Continually collect and integrate feedback from leading countries and regions to refine and enhance brand strategy and positioning.
- Effectively build, refine and communicate Actinium vision and strategic goals to senior leaders, including the International Leadership Team (ILT), General Managers (GMs), and regional heads.
- Foster a customer-centric mindset within the international and country teams, focusing on personalizing experiences to extend patient reach and commercial impact.
- Build a team that attracts, within the Actinium brand team, fostering cross-functional

collaboration and innovation.

#### Essential requirements:

- **Scientific Expertise & Business Acumen:** strong scientific background with a deep understanding of drug development, commercialization strategies, and market dynamics, with a sharp business acumen. With either an advanced degree in the sciences -- or 5+ years ' experience working with development teams and commercial launch experience in oncology, especially in managing solid tumors.
- +15 years of commercial experience across various functions, demonstrating a broad and deep understanding of the commercial landscape.
- Proven track record of successful international launches, with commercial leadership experience and therapeutic area (TA) leadership in large markets.
- Proficient in translating scientific data into differentiated brand value propositions, enabling impactful launches across pre-launch through lifecycle management (LCM) stages.
- Experience with high-performing/high-growth brands or markets, with a clear understanding of key drivers that influence shifting customer and patient behaviors to ensure successful asset launches.
- Strong track record in collaborating and partnering with cross-unit, cross-functional & key markets to achieve strategic and performance targets.

#### Leadership Capabilities:

- Proven ability to manage and drive performance, ensuring targets are met and exceeded in challenging markets.
- Demonstrated ability to lead and inspire teams, drive cross-functional collaboration, and think strategically in dynamic environments.
- Focuses on larger, longer-term issues, and creates plans and strategies. Comfortable in navigating the matrix and people related organizational dynamics.
- Establish credibility & influence across diverse stakeholders and able to navigate in an environment of shared outcomes and cross-business accountabilities. Demonstrates enterprise leadership, balance diverse stakeholders and conflicting priorities to drive results.
- Empowered teams to execute efficiently, through the layers of organization and across geographies.
- Clearly and effectively communicates with senior stakeholders (both internal & external)- to align on vision, purpose & goals. Generates trust, builds credibility and drives engagement with people and stakeholders.

Location:

This role is based in Basel, Switzerland

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

Innovative Medicines

地点

Switzerland

站点

Basel (City)

Company / Legal Entity

C028 (FCRS = CH028) Novartis Pharma AG

Functional Area

Commercial & General Management

Employment Type  
Regular

Shift Work  
No

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