Director, BD&L, Insights and Decision Science

Job ID
REQ-10033838

5   05, 2025

USA

Location: On-site

This position will be located at East Hanover, NJ site and will not have the ability to be located remotely. This position will require up to 10% travel as defined by the business (domestic and/or international).

Please note that this role would not provide relocation and only local candidates will be considered.

The Integrated Insights organization in US Innovative Medicines is the Novartis engine for achieving best in class Healthcare provider (HCP) experience and transformative new product launches. The New Products and BD&L group within Insights and Decision Science is seeking a highly motivated analytics and market research leader to facilitate key business decisions and to optimize the Go-to-Market strategies for late stage opportunities.

The Director, BD&L, Insights and Decision Science is responsible for proactively bringing insights to the business to support strategic and tactical business decisions for new product commercialization, including fore-casting, primary market research, and patient data analytics. This role requires specific

therapeutic area in-depth expertise, analytical instinct, strategic thinking, and project and vendor management skills. This role will leverage content knowledge when completing proactive and requested analytics and enable the business organization to drive optimal decisions on investments. The Director, BD&L Integrated Insights will deliver primary market research, secondary data analytics, propose and test market analogs, gather stakeholder input, challenge assumptions, and serve as a thought-leader and partner for business decisions leading to the product launch. This role will report to the Lead Director, Integrated Insights BD&L within the Insights and Decision Science Organization.

#LI-Onsite

About the Role

Key Responsibilities:

- Develop effective business and competitive intelligence for the product/portfolio across relevant functions to provide unbiased and fact-based competitive insights, benchmarking, and recommendations regarding commercialization strategies, cross-functional strategies and resource prioritization
- Lead team analysis and/or independently perform strategic assessments of select competitor activities, including (but not limited to): market situation analysis, strategic forecasting, strategic and operational benchmarking and articulation of implications in legal and compliant manner.
- Appropriately monitor and benchmark strategic plans and key developments of competitors to provide early warning for potential threats and opportunities for successful implementation to prioritized strategic initiatives and tactical plans.
- Provide guidance and lead efforts for the creation of go-to-market plans, insights plans, and sales & marketing budgets for late-stage opportunities
- Proactive surveillance of relevant Disease Area portfolio healthcare environment issues including policy, regulatory, and health technology to identify key issues relevant to strategic planning initiatives in the US.
- Ensure the effective implementation and integrity of all competitive and business intelligence activities such as primary research, and other appropriate intelligence
- Gathering and analysis projects through timely and appropriate coordination with stakeholders, and external vendors.
- Drive the forecasting process for pre-launch opportunities through model design, assumptions gathering & validation, conducting conjoint studies, research into analogs, sensitivity analyses and simulation, and socialize the results to Pharma leadership

Essential Requirements:

- Education: Bachelor's Degree in business, or STEM major is required, MBA preferred
- 8+ years of experience in marketing science, data analytics, forecasting, primary market research, or similar roles in pharmaceutical, biotech, healthcare, or healthcare consulting industry
- US Market experience with pre-launch and launch assets

- Experience supporting M&A or BD&L activities (insights, forecasting, due-diligence)
- Experience using data to support business decisions, return on investment/financial modelling, and statistical analysis

Desirable Requirements:

- Experience in multiple therapeutic areas, particularly specialty and rare diseases
- 3+ years of experience in analyzing large pharma data sets (Rx, APLD, EMR, etc)
- High level initiative, ability to multi-task, and passionate about asking and answering questions using primary market research, secondary research reports, and data science methods
- Ability to work with many cross-functional partners, excellence in consensus building and communicating uncertainty, and be able to explain issues from aggregate trends to modeling mechanics

The pay range for this position at commencement of employment is expected to be between $185,500 and $344,500/year; however, while salary ranges are effective from 1/1/25 through 12/31/25, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an "at-will position" and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

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

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

EEO Statement:

The Novartis Group of Companies are Equal Opportunity Employers. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status.

Accessibility & Reasonable Accommodations

The Novartis Group of Companies are committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the application process, or to perform the essential functions of a position, please send an e-mail to us.reasonableaccommodations@novartis.com or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

US

Business Unit
Universal Hierarchy Node

USA

New Jersey

East Hanover

Company / Legal Entity
U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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