

## Head of Customer Engagement and BE&E

Job ID  
REQ-10041613

5月 06, 2025

Switzerland

### 摘要

Location: Rotkreuz, Switzerland #LI-Hybrid

Purpose of the role:

As Head of Customer Engagement and BE&E (Business Excellence & Execution), you are responsible for guiding and supporting the implementation of business models to transform the healthcare system and improve access to our portfolio. Leading a matrix team of Commercial Leads and advising MSL leads, you will ensure excellence in customer engagement across the portfolio. You will adopt strategic frameworks for digital solutions to accelerate treatment time, enhance customer experience, and optimize the effectiveness and efficiency of the marketing and sales model. Additionally, you will oversee sub-teams specializing in sales management, business excellence, customer solutions, digital engagement, events, and data analytics, while collaborating with various functions such as market access, marketing, and medical teams.

This role is reporting directly into the President IM Switzerland.

# About the Role

## Major Accountabilities

### Customer Engagement

- Lead a matrix team of Commercial Leads and support MSL leads to enhance customer engagement across the portfolio.
- Facilitate team alignment and decision-making on field force deployment and management, including resourcing, performance management, development, as well as implementing aligned standards and frameworks.
- Foster a community among field-based roles for cross-TA exchange, learning, and collaboration.

### Business Excellence & Operations

- Develop and implement go-to-market strategies, execution plans, and action plans to optimize effectiveness and efficiency.
- Enable sales, access, and MSL teams with tailored information, systems, training, and tools.
- Ensure consistent measurement, monitoring, and compliance of commercial execution initiatives and customer data management.

### Customer Engagement Solutions (Data & Digital)

- Develops and implements innovative digital strategies and solutions to enhance customer engagement and enable data-driven decision making.
- Adopts global solutions to local needs, promotes best practices, and ensures effective localization of digital platforms for priority brands.
- Aligns risk management and compliance while driving customer engagement performance and maximizing patient benefits.

## What you 'll bring to the role:

- University degree in Business, Marketing, Science, or a related field, MBA desirable
- Full professional proficiency in English & German, French is considered an advantage
- 12+ years of leadership experience in pharmaceutical industry with P&L and commercial management
- Experience in commercial and/or medical field roles, ideally including Sales/MSL management
- Expertise in product launch, commercialization, and customer engagement processes
- Thorough understanding of digital trends & solutions, technology platforms and products
- Strong analytical and critical thinking abilities to interpret market trends and data, and knowledge of regulatory requirements and compliance in the Swiss Pharma market
- Proven ability to collaborate and influence in a complex, international matrix environment

## 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>

## 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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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 (Office-Based)

Company / Legal Entity

C018 (FCRS = CH018) Novartis Pharma Schweiz AG

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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