

## Kymriah Marketing Lead, Director

Job ID  
REQ-10048256

4月 29, 2025

USA

### 摘要

The Marketing Lead (Director) is responsible for developing, implementing, and executing the brand strategy for Kymriah. This role requires extensive cross-functional collaboration to deliver an Integrated Product Strategy Plan. The Marketing Lead drives efforts to operationalize the plan, optimizing sales, market share, and revenue.

Key areas of focus include:

- Identifying opportunities for Kymriah in the Lymphoma space.
- Collaborating with the account management team for impactful account prioritization and tailored execution at the account level.
- Leading cross-functional initiatives to deliver Kymriah educational resources based on Real-World Evidence (RWE).

As part of the Kymriah Commercial Leadership Team, the Marketing Lead contributes to the overarching team vision and objectives, continuously working to elevate the team's culture.

This is a HQ role, the location is East Hanover, NJ

## About the Role

### Key responsibilities:

- Collaborate Cross-Functionally on Integrated Product Strategy:
  - Work with cross-functional teams to synthesize market insights (including relevant market research, CI and ad boards), analyze key trends, and evaluate the competitive landscape.
  - Develop a cross-functional Integrated Product Strategy Plan to maintain Kymriah's relevance in the CAR-T space and identify potential opportunities in the Lymphoma space.
  - Implement a functional marketing plan to capture those opportunities, minimize market share erosion in the Lymphoma space, and maintain share in the pediatric market.
  - Ensure robust support for the account business planning process in collaboration with the Strategic Account Management Head.
- Operationalize the Marketing Functional Plan:
  - Ensure thorough execution of the marketing plan, including marketing materials, congress planning, and patient identification tools.
  - Identify key metrics of success for each initiative and execute accordingly
- Lead the Development of Educational Resources Based on RWE:
  - Collaborate with the Medical Team to identify educational and knowledge gaps regarding Kymriah.
  - Compliantly partner with the Medical Team to support collaboration with CIMBTR to analyze RWE data on Kymriah.
  - Develop a comprehensive suite of materials based on RWE, supported by a robust training plan for the Strategic Account Management (SAM) Team.
- Elevate Performance Standards:
  - Collaborate with the Strategic Account Management team to ensure impactful account prioritization and tailored execution at the account level.
  - Work with cross-functional teams to synthesize meaningful insights (competitive intelligence, market research, advisory boards) to inform strategy and evaluate execution.
  - Lead the congress planning for Kymriah, elevating the quality of customer engagements.
- Lead SAM Training:
  - Deliver impactful training on new marketing materials and competitive data.
  - Elevate team motivation and strategic skills through effective ONE meetings and 2H meetings.
- Champion Our Culture:
  - As part of the Kymriah commercial leadership team, contribute to the development of overarching team objectives.
  - Work with the leadership team to elevate our culture and deliver exceptional customer experiences.

- Support the Marketing Operations Lead in their development, assigning meaningful projects for skill acquisition and providing impactful coaching.

Key Performance Indicators:

- Quality of deliverables, product development, launch process, and post-marketing surveillance.
- Brand sales and market share.

Education: Bachelor's degree required; MBA or advanced degree preferred.

Experience:

- Minimum of 5 years in Marketing/Operations or Customer-facing role
- Experience in CAR-T is preferred
- Experience in managing projects and budget managements
- Cross-Functional Leadership: Exceptional ability to lead cross-functional teams.

The pay range for this position at commencement of employment is expected to be between \$204,400 - \$379,600 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.

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部门  
US

Business Unit  
Innovative Medicines

地点  
USA

状态  
New Jersey

站点  
East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Alternative Location 1

East Hanover (New Jersey), New Jersey, USA

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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