

## Market Research Senior Manager

Job ID  
REQ-10048829

4月 22, 2025

India

### 摘要

The PMR manager will support decision making across the organization adding value as a functional expert in designing innovative research approaches to answer key business questions and support growth by leading the development and execution of primary market research. Proactively combining information from different sources, mainly market research, to evaluate brands' performance and market trends using innovative statistical analysis techniques. Evaluating the success of marketing initiatives through market research with significant focus on ensuring tight alignment with global brand teams and country insights teams.

### About the Role

Key Responsibilities:

- Drive innovation and capability building, including new techniques, data sources, automation and AI

to enhance process efficiency and value of Insights.

- Very strong functional leader, with the ability to influence across senior leaders in Novartis
- Understands brand teams perspectives (objectives, priorities, and support/capability requirements)
- Lead experimentation and worldwide adoption of innovative PMR solutions
- Consistently monitor execution of PMR projects to support performance and growth of key brand strategies across Novartis
- Design and execute primary market research to surface and deliver insights to brand teams
- Establish expectations and approaches to better understand and impact patient journeys
- Drive a continuous improvement mind-set within the team in relation to data analysis
- Plan and design market research analyses based on a sound understanding of the research tools, techniques, datasets, and resources available and their use at various stages of the ' product life-cycle '
- Provide effective guidance to planning of studies, including research material design
- Input and guide report structure to illustrate complex analysis in user friendly and easy to digest way
- Provide alternative proposals/different approaches and suggestions for optimization of approach and synergies with other studies executed or planned
- Implement and execute studies on local, regional & global level
- Design and implement new statistical methodologies, processes and/or solutions to strengthen current research practices
- Assist with delivery of financial targets for PMR
- Meet KPIs tied to performance to contribute to overall financial and department success

#### Essential Requirements:

- 10+ years previous work in market research / specialist agencies
- Significant experience of managing multi-methodology market research projects encompassing multi-markets
- Experience in working across regions and within a commercial, primary market research team and the ability to work with a cross-functional team in a matrix environment.
- Project management - scoping, defining deliverables, business case development and reporting at

a senior level including the ability to communicate effectively and to have a persuasive and credible presentation style

- Strong business acumen and solution-orientation mindset including budget and P&L management
- Experience in remote relationships (on-shore/off-shore capability delivery).
- Preferred: Knowledge of the disease areas within the Pharma sector, with strong leadership and communication skills
- University degree BA/BS/MA degree in business, statistics/mathematics, medicine, sciences, health economics, sociology, psychology.

Commitment to Diversity and Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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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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Business Unit  
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India

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Hyderabad (Office)

Company / Legal Entity  
IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

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