

## MarketingMarketing Servcies

Job ID  
REQ-10049695

4月 30, 2025

India

### 摘要

Located in Hyderabad and part of the Insights and Analytics, International business, this role provides comprehensive guidance and operational support in relation to insights and analytics for a designated product or group of products within a particular disease area.

The Senior Integrated Insights Manager (Sr IIM) is the go-to contact for the international brand teams and their nominated Single Point of Contact (SPOC), playing a crucial role in supporting Int'l TAs and Customer & market activation function, top markets and regions.

### About the Role

- Partner with teams as mentioned above to provide strategic insights that shape/develop program/brand strategy
- Drive comprehensive outside-in strategic perspective bringing value adding insights on patients, customers, competitors, payers and regulators

- Analyzing and evaluating information from research, intelligence and analytics, making connections between the information found, and combining the recently acquired information with prior knowledge to create new insights that enable fact-based decision making
- Comfortable in interpreting market data - including Patient analytics, Physician analytics, Customer engagement - to make business recommendations and actions.
- Design and plan all facets (key Business and intelligence Questions) to enable execution of market research, competitive intelligence and analytics based on a sound understanding of the research tools, techniques and datasets
- Develop insight storylines and narratives that guide strategic decisions and optimizes market activation
- Proactively Investigate & solve for strategic business challenges

#### Ideal Background:

#### Education:

- Graduate / Postgraduate in Engineering / Pharmacy / Medicine / Science / Statistics / Business or related fields (including MBBS/MDs/MS/MPH)

#### Languages:

- Superior verbal and written communication skills mandatory.
- English proficiency is essential.

#### Experience/Skills:

- A sound understanding of the Therapeutic Disease Area, disease state and product expertise including market dynamics and commercialization strategies.
- 8+ years of pertinent experience in pharmaceutical companies and/or strategic, marketing, or healthcare consultancy companies and preferably experience in two areas of either Market Research/Analytics role with a leading pharmaceutical or Fast-Moving Consumer Goods (FMCG) company/solution provider.
- Superior analytical skills, with proven experience in using tools such as Excel for analyzing and visualizing data. Must be comfortable transforming data into visually understandable formats using standard tools/charting methods.
- Demonstrated proficiency in storyboarding and applying behavioral science with human insights.
- Proven expertise in project management, and in facilitating, cross-functional teams within a matrix environment.

#### Values and Behaviors:

- Ability to thrive in ambiguous, fast-paced environments that are led by leadership requests and the evolving needs of the franchise.
- Capability to manage workload with limited supervision and support in prioritization; effectively managing expectations and able to independently scope/prioritize work.
- Demonstrates accountability, initiates action, takes responsibility for execution, and voices opinions when appropriate.
- Advocates for open communication, constructively addresses issues or lets them go.

Operates with mutual respect, integrity, and embraces diversity, collaboration, and candor.

#### 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.

#### 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 [di.cz@novartis.com](mailto:di.cz@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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>

部门

Operations

Business Unit

Universal Hierarchy Node

地点

India

站点  
Telangana

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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## Accessibility and accommodation

Novartis is 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 recruitment process, or in order to perform the essential functions of a position, please send an e-mail to [diversityandincl.india@novartis.com](mailto:diversityandincl.india@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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