

Sales and Marketing Lead - Established Portfolio

Job ID
REQ-10050198

5月 05, 2025

Poland

摘要

The Sales and Marketing Lead- Established Portfolio will be responsible for developing and executing marketing strategies for in-market brands and managing the sales team. This role involves leading, aligning, and collaborating with various departments to achieve business goals and enhance customer engagement. Ultimately the role is responsible to maximize Established portfolio brands and Rest of Portfolio (RoP).

About the Role

Key Responsibilities:

- Develop and lead marketing strategies, promotional campaigns, and tactical plans for in-market brands using customer insights-driven analysis.
- Drive consistent execution of brand strategy through cross-functional teams, ensuring understanding, alignment, ownership, and buy-in.

- Optimize channel/promotional mix for individual brands through appropriate resource allocation that meets brand objectives and customers' needs.
- Focus on customer insights and meaningful engagement, including preferences and behaviors of healthcare professionals (HCPs).
- Review processes, conduct evaluations, and measure results to ensure objectives are met, are on schedule, and within budget.
- Collect regular insights from cross-functional teams to support the creation of customer insights-driven strategies.
- Establish the company as the preferred partner of choice within key accounts and support the creation of a customer-centric approach across the company.
- Challenge medical paradigms and deliver transformative innovation to all projects and activities.
- Proactively rethink ways of working and embed operational excellence across every aspect of the value chain.
- Lead relevant sales team (KAMs and other roles relevant for In-Market Brands portfolio)
- Lead initiatives with external partners, including CSO (Contract Sales Organization) for IB if relevant.

Ideal Background

- At least 5 years of operational experience and excellence in marketing, with a proven track record of successful launches of Rx products.
- At least 5 years in customer-facing roles with some sales leadership and/or key account management (KAM) experience.
- Strong cross-functional team player with stakeholder management ability, matrix management skills, and deep experience in agile ways of working.
- Excellent negotiation and persuasion skills, interpersonal and efficient communication.
- Ability to quickly build collaborative working relationships with a diverse range of stakeholders.
- Strong strategic and analytical thinking.
- Entrepreneurial and proactive management skills with a "can do attitude" to manage fast-changing markets.
- Ability to deal with decision-making processes in complex organizations and generate collaboration and followership.
- University degree (scientific, economics, or business degree).
- Language skills: Polish native, fluent English (speaking, writing, listening).

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部门
International

Business Unit
Innovative Medicines

地点
Poland

站点
Warsaw

Company / Legal Entity
PL03 (FCRS = PL003) Novartis Poland Sp. z o.o.

Functional Area
Marketing

Job Type
Full time

Employment Type
Temporary (Fixed Term)

Shift Work
No

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