NOVARTIS

Analista Sênior de BI

Job ID
REQ-10052450

5 19, 2025

Brazil

-Responsible to work directly with the business to better understand their needs as it pertains the primary and secondary market research, forecasting, field force sizing, segmentation, targeting, analytics etc. Act as a conduit between the business and Global Business Services (GBS) in facilitating support activities. Determine business requirements and then contract the services of GBS to perform the required work. Serve as a point of validation ensuring the GBS output meets local needs.

About the Role

Major accountabilities:

- Identify best market research techniques, best vendors, monitor recruitment, analyze/triangulate results and make strategic recommendations.
- Proactively provide stakeholders with key insights to facilitate business critical decisions and Key Performance Indicators reporting.
- Support annual and mid-year targeting exercises; coordinate with brand teams and TA Heads to set targeting business rules and strategy, develop preliminary.
- Conduct both planned and ad-hoc sales operations projects and analytical research as requested by the business.
- Provide on-going monitoring and analysis of competitors as well as targeted competitive intelligence -Maintain robust and accurate net and gross national and provincial forecasts, pro-actively identifying risks and opportunities over every year of the planning period.
- Ensure all forecasts assumptions are fully documented.
- Support the Budget Impact Analyses process with robust
- public/private provincial forecasts, including source of business, market share.
- Accountable to perform all duties listed in accordance with applicable GxP principles, and internal/external regulations.

Key performance indicators:

- Successful management and development of the Business Analysis Group.
- Evidence of sharing of best practice across the group and successful application.
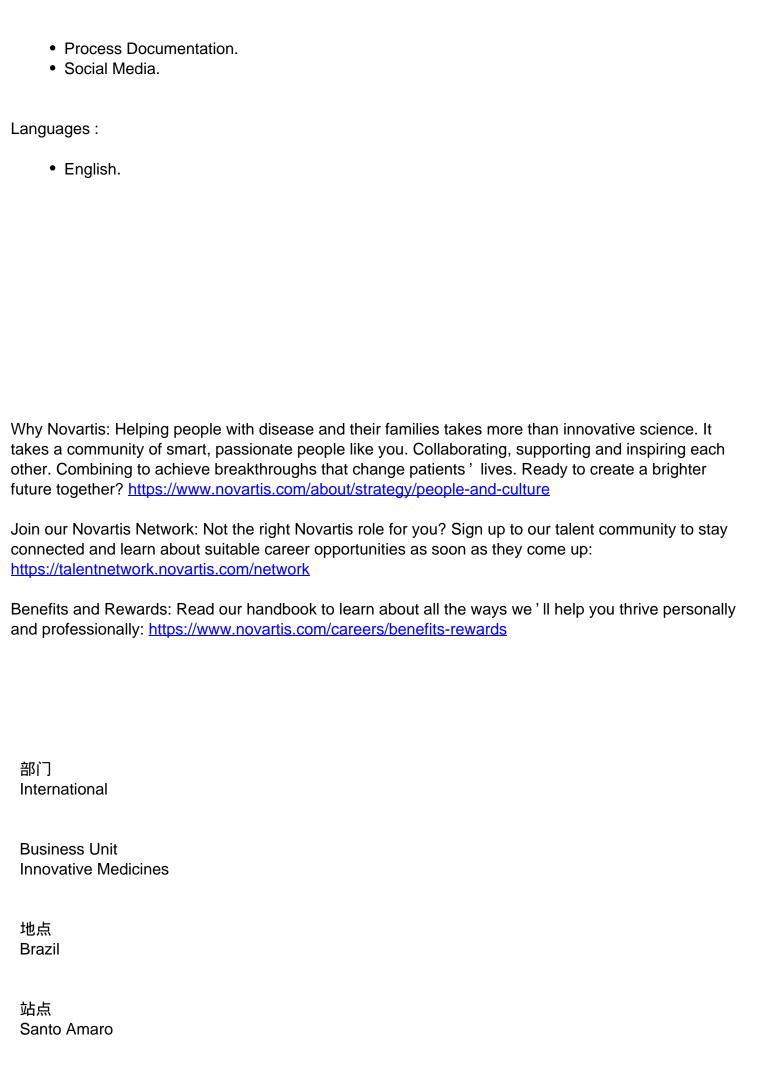- Quality and effectiveness of research methodologies

Minimum Requirements:
Work Experience:

- Operations Management and Execution.
- Project Management.
- Working experience within the pharmaceutical industry.

Skills:

- Advertising Campaigns.
- Brand Management.
- Brand Marketing.
- Business Analytics.
- Competitive Intelligence.
- Continuous Integration (Ci).
- Digital Marketing.
- Digital Transformation.
- Learning Management Systems (Lms).
- Market Intelligence.
- Market Research.
- Marketing Communications.
- Marketing Plans.
- Marketing Strategy.
- Media Campaigns.

- Process Documentation.
- Social Media.

Languages :

- English.

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

International

Business Unit
Innovative Medicines

Brazil

Santo Amaro

Company /Legal Entity
BR03 (FCRS = BR003) NOVARTIS BIOCIENCIAS S.A

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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