

## Director International Launch, (Malignant Hematology)

Job ID  
REQ-10053541

7月 09, 2025

Switzerland

### 摘要

Location: Basel, Switzerland #LI-Hybrid

Purpose of the role:

Bringing life-changing medicines to millions of people, Novartis sits at the intersection of cutting-edge medical science and innovative digital technology. As a global company, the resources and opportunities for growth and development are plentiful including global and local cross functional careers, a diverse learning suite of thousands of programs & an in-house marketplace for rotations & project work. With strong medicines pipeline our current transformation will not just deliver growth for our business but continue to allow us to bring innovative medicines to patients quickly.

### About the Role

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The Director International, Launch (Malignant Hematology) is responsible for the development and implementation of a cross-functional go-to-market launch strategy and/or in-market growth phase strategy (depending on asset lifecycle) to ensure maximal patient access and commercial success.

The incumbent will closely partner with Top International (Int) markets and Regions, and together with Value & Access (V&A), Int Medical Affairs (IMA), Launch Excellence & Execution (LE&E), Customer & Market Activation (CMA), Int Business Operations, Patient Engagement and Communications shape, co-develop, collaborate around launch deliverables, e.g. Therapeutic Area (TA) relevant customer experiences/ journeys, congresses, campaigns/ content for top Int markets to drive product success.

## Major Accountabilities

Product Launch plan & implementation: contribute to enable successful launch implementation in Top 3 International markets and Regions

- Co-own and partner with Top Int markets and Regions to adapt and operationalize brand strategies, such as the One Brand Plan (1BP), into a competitive, truly cross-functional launch plan, strategic imperatives/must wins and tactics, that is fit-for-purpose for Top Int markets, in alignment with Int Launch Excellence framework, and sets a foundation of launch success for Novartis ' next blockbusters
- Build and refine overtime, a relevant/actionable fit-for-purpose launch One Brand Plan for International top markets
- Support facilitation of cross-functional decisions and strategic tactics for International and above-brand strategic initiatives, incl. partnerships, policy shaping, and for launched assets, monitor and respond to major events and competitive landscape developments

In-line, growth phase brand launch plan and implementation

- For priority assets, support to drive continuous evolution of One Brand Plan/ brand launch plan during growth phase until handover to In-Markets portfolio; in particular, monitor and guide strategic response to events and competitive landscape developments

## Collaboration

- Contribute to drive effective, tiered market support to interpret, localize and operationalize launch strategies and deliverables, acting as primary interface and escalation point for top Int markets and regions
- Partner with LE&E, CMA, Business Ops, Int MA, Int V&A, Patient Engagement and Communication teams to ensure effective collaboration in shaping of TA-relevant launch deliverables and customer experiences/ journeys / campaigns/ content for Int Top markets (top 3 and regions)
- Ensure consistent, continuous alignment on “must-align” commercial deliverables with US TA (i.e. adhere to aligned deliverable or update Int TA (Asset ED) / US TA as needed

What you ' ll bring to the role:

- University degree in Business, Science, or a related field, MBA desirable
- Full professional proficiency in English
- 10+ years of experience across functions (incl. sales, marketing, commercial strategy, medical affairs, value & access)
- 5+ years of leadership experience (direct and indirect) and strong influencing skills in a matrix organization
- Experience of working directly or indirectly in or with a Top International market
- Experience in owning and driving the successful commercialization of an asset across the lifecycle from early development to post-launch
- Significant pre-launch and/or launch experience enabling successful launch and growth in market at both above-country and in-market setting in same or similar TA
- Above-country experience, demonstrating cross-functional and cross-divisional stakeholder management with an overall enterprise mindset

Preferred requirements:

- Recent global/international or China, Germany, Japan country experience
- TA experience to understand customer behaviours & patient journeys and the competitive landscape
- Oncology / Hematology experience

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>

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>

Commitment to Diversity and Inclusion / EEO:

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

Join our Novartis Network:

If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here:  
<https://talentnetwork.novartis.com/network>

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部门  
International

Business Unit  
Innovative Medicines

地点  
Switzerland

站点

Basel (City)

Company / Legal Entity

C028 (FCRS = CH028) Novartis Pharma AG

Functional Area

Commercial & General Management

Job Type

Full time

Employment Type

Regular

Shift Work

No

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