ED, Decision Science Product Lead – CV

Job ID
REQ-10057039

9 02, 2025

USA

The ideal location for this role is East Hanover, NJ but a distant working arrangement may be possible in certain states. Distant workers are responsible
for the cost of home office expenses and periodic travel/lodging to East Hanover, NJ, as determined necessary by hiring manager.

The Insights and Decision Science (IDS) team is dedicated to enabling improved decision making at Novartis by leveraging data and advanced analytics capabilities to generate actionable insights that drive business growth. We collaborate closely with the US business, bringing insights and challenging ideas to empower smarter, data-driven decision-making. Reporting into the VP, Decision Science TA and Launch this role is crucial in enabling proactive and integrated insight-driven decision making for the brand, addressing business problems, shaping strategy and implementing decision science through IDS capabilities.
The Decision Science, Product Lead is a strategic leader responsible for transforming complex data into actionable insights that drive brand success. This role is pivotal in integrating and synthesizing information from diverse sources to provide comprehensive, actionable answers that align with brand strategic imperatives. By supporting the generation and analysis of insights throughout the product lifecycle as the connector between the IDS and product team, the individual ensures continuous

insight-generation and strategic alignment, fostering innovation and informed decision-making. Leading a team of high-performing IDS POD at product level, this role is instrumental in shaping the brand's strategic direction, ensuring that insights are effectively.

About the Role

Key Responsibilities:

- Shape the strategic direction of the brand by leveraging insights to identify opportunities, address challenges, and optimize performance
- Integrate and synthesize insights from across IDS functions to deliver comprehensive, actionable recommendations that address key brand objectives
- Actively participate in IPST discussions and decision-making, contributing data-driven insights and challenging established thinking to refine strategies
- Understand and help craft the brand narrative for IPST meetings and conversations with senior leadership
- Serve as the primary point of contact and proactive strategic thought partner for the Integrated Product Strategy Team (IPST) and General Management (GM), driving brand performance narrative, and ensuring consistent communication and alignment
- Collaborate with the IPST Lead to further refine analyses & sharpen insights / recommendations
- Lead IDS POD at product level by working across IDS pillars to direct and synthesize information to help drive brand performance
- Share key insights with the IPST, while actively pressure-testing and challenging current thinking to drive innovation and informed decision-making
- Support the generation and analysis of insights throughout the entire product lifecycle, ensuring continuous improvement and alignment with brand goals
- Synthesize large volumes of analytics provided by GM, ensuring that insights are translated into actionable strategies for the brand
- Pressure-test insights and analyses to ensure robust, high-quality recommendations that drive brand success
- Integrate performance analytics (e.g., diagnose current results with aligned KPIs and drivers, provide clarity on root cause) and predictive analytics (e.g., data-driven scenarios and simulations) to explore/address business issues in the context of the brand

Essential Requirements:

Novartis seeks an individual with extensive experience in the pharmaceutical or healthcare industry, with a deep understanding of product lifecycle management, market dynamics, and regulatory environments. A proven track record in brand performance management, strategic planning, or a similar role, the person should demonstrate the ability to develop strategic insights that drive brand success and align with organizational goals. The candidate should be able to manage high performing teams, fostering a collaborative and innovative work environment.

Additional qualifications are as follows:

- Ten plus years of experience in the pharmaceutical or healthcare industry, with a deep understanding of brand management, product lifecycle management and market dynamics
- A bachelor's degree in business administration, Life Sciences, Data Science or a related field; an MBA or advanced degree is strongly preferred
- Strong background in therapeutic area strategy, product lifecycle management, and early-stage asset planning, ideally with experience in both established and launch products.
- five plus years of domain expertise in these areas are highly desired: secondary data analytics, data science, primary market research, field analytics and insights, market access and patient service analytics, or other related strategic analytics and management consulting
- Expertise in synthesizing complex data from diverse sources to drive actionable, business-aligned insights and inform strategic decisions across the product lifecycle
- Excellent communication skills, capable of effectively collaborating with senior leadership and aligning diverse teams around strategic goals for IPST.
- Proficiency in insight and hypothesis generation, behavioral science, data science, and primary and secondary research methodologies.
- Strong leadership skills in a team environment which requires negotiation, persuasion, collaboration, and analytical judgment.

The pay range for this position at commencement of employment is expected to be between $214,900.00 and $399,100.00 a year; however, while salary ranges are effective from 1/1/25 through 12/31/25, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an "at-will position" and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

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

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Accessibility & Reasonable Accommodations

The Novartis Group of Companies are 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 application process, or to perform the essential functions of a position, please send an e-mail to us.reasonableaccommodations@novartis.com or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

US

Business Unit
Universal Hierarchy Node

USA

New Jersey

East Hanover

Company / Legal Entity
U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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