

## CRM Business Unit Executive Director

Job ID  
REQ-10057071

7月 08, 2025

Brazil

### 摘要

The role is aligned with Novartis' purpose of reimagining medicine to improve and extend people's lives by ensuring the successful implementation of a consistent, cross-functional brand strategy for the CRM Business Unit. Through evolving designed early brand strategies, such as Integrated Product Strategies (IPS), into competitive and tailored launch plans for Brazil, the role drives impactful product launches that address patients' needs effectively. At the country level, the role is responsible for sales and marketing performance, by leading the strategy and cultivating a high-performing team, the position directly contributes to Novartis' mission to deliver breakthrough innovations and create value for patients, healthcare systems, and society.

### About the Role

#LI-Hybrid

Internal job title: CRM TA Head

Location: São Paulo, Brazil

Key responsibilities:

- Ensures appropriate compliance against company policies and procedures.
- Responsible for the budget and financial performance of the unit.
- Develops and implements a regional strategic and operational plan for the TA in close collaboration with local and global teams.
- Closely follows competitors on the market and provides local marketers with tools to evaluate and counteract competitive entrance on the market.
- Works with external key opinion leaders in the field to implement projects to optimize patient management and drive the TA forward.
- Develop and lead long-term CRM Business Unit (BU) strategy and planning to ensure sustainable growth and alignment with Novartis' goals.
- Uphold and strengthen Novartis' reputation within the market, leveraging strategic partnerships and stakeholder engagement.

Essential Requirements:

- Accountability for P&L or Business Unit performance.
- Proven experience leading large and/or diverse multi-functional teams.
- Demonstrated success managing initiatives with wide geographic scope.
- Extensive experience in people leadership and team development.
- Previous experience in the pharmaceutical sector with deep knowledge in the Brazil healthcare system.
- Fluent in English

Why Novartis: Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

You'll receive: Competitive salary, annual bonus, life insurance, home office policy, retirement and wellbeing plans, flexible working arrangements, birthday day-off, parental leave, subsidized dining facilities, health insurance, employee recognition platform, Gympass, employee resource groups and virtual self-development tools. If you want to learn more about our benefits, you can access the Novartis Life Handbook: <https://www.novartis.com/careers/benefits-rewards>

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>

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部门

International

Business Unit

Innovative Medicines

地点

Brazil

站点

Santo Amaro

Company / Legal Entity

BR03 (FCRS = BR003) NOVARTIS BIOCIENTIAS S.A

Functional Area

Commercial & General Management

Job Type

Full time

Employment Type

Regular

Shift Work

No

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