

Marketing and Product Lead

Job ID
REQ-10058851

7月 31, 2025

Vietnam

摘要

Location: Ho Chi Minh City, Vietnam #LI Hybrid

Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

The incumbent is expected to understand CSK ' s vision and missions while responsible for ensuring the achievement of brand sales, market share, revenue growth and management of brands as aligned with the National Sale and KAM Lead

About the Role

Major accountabilities:

- Cardiovascular Diseases, Neurology and Breast Cancer brand strategy, in charge of Strategy Plan, IPS and brand team management

- TA and brand operations, incl. Operational plan, brand team management and marketing and field force execution
- Fully accountable for the assigned brands and deliver all programs related to optimize return to Novartis: promotion, FF detailing, promotional materials, symposium
- Lead the development of customer insights through appropriate techniques/tools, ex. Advisory Board, Market Research by understanding disease and market dynamics. Understand and use marketing principles and processes to deliver to customer needs.
- Proactively develop or lead the development of marketing and promotional mix to meet brand objectives and customer needs.
- Ensure that operational plans are created and delivered in the way which appropriate to the assigned brands ' life cycle to optimize return for Novartis.
- Ensure proper brand finance and budget management, including appropriate management of A&P budget and inventory forecast in line with local distributor.
- Monitor business performance and external environment. Ensure that corrective action is delivered to achieve business objectives.

Requirements:

- Pharmacist background
- Solid marketing experience in the pharmaceutical sector including new launch
- Strong customer engagement
- Successful record of contribution and/or P&L responsibility
- Strong communication and interpersonal skills.
- Ability to lead through influencing cross-functional and senior management to impact decision-making.
- Experience in the specialty fields like cardiovascular, oncology, neurology will be an added advantage
- Experience in workings with international/local NGOs and health partners in Health System Strengthening and patient access are preferred
- 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>

部门
Corporate Affairs

Business Unit
Innovative Medicines

地点
Vietnam

站点
Vietnam

Company / Legal Entity
VN04 (FCRS = VN004) NVS Vietnam Company Ltd

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

[Apply to Job](#)

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.



Job ID
REQ-10058851

Marketing and Product Lead

[Apply to Job](#)

Source URL:

<https://www.novartis.com.cn/careers/career-search/job/details/req-10058851-marketing-and-product-lead>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>

3. <https://www.novartis.com/careers/benefits-rewards>
4. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Vietnam/Marketing-and-Product-LeadREQ-10058851>
5. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Vietnam/Marketing-and-Product-LeadREQ-10058851>