

Therapeutic Area Head

Job ID
REQ-10059317

8月 01, 2025

Greece

摘要

Responsible for a consistent, cross-functional brand strategy shaping and implementation, for all assets having moved from Global to International TA To lead, manage and develop the overall performance of the therapeutic area's current and future product portfolio, with oversight of the execution of pre-launch and launch plans across all line functions (Access, Commercial/Medical). To develop a high-performing sales and marketing team and build effective and enduring business relationships with key customers/ stakeholders. To deliver sales and profits within agreed budgets and drive the implementation of innovative commercial models.

Leads a revenue organization covering both sales and marketing activities with direct responsibility for P&L for the TA, and the strategic & operational issues

About the Role

Major accountabilities:

Performance & Launch

- Accountable for delivering the therapeutic area brand performance with respect to sales, market share, and profitability to meet or exceed budget targets
- Drive the growth of the TA by establishing growth plans for existing products, effectively manage their life cycle, successfully launch line extensions and new products; establish and manage effective strategic partnerships.
- Define, drive and oversee the launch planning and execution of upcoming key launches by ensuring seamless cross-functional and (as applicable) cross-divisional collaboration
- Optimize sales force performance and return on investment. Enhance sales force capabilities and continue to develop innovative commercial strategies to ensure success in an evolving healthcare environment
- Responsible for the budget and financial performance of the TA, ensure alignment to all Ethics, Risk & Compliance policies and manage key processes.

Strategic agility / Business Acumen / Results-orientation

- Translate Global TA strategy, content and solution into localized tactical measures; develop and execute on tactical brand/launch plan at the local level
- Partner with other TA heads and support in the development of an agile, customer-led digital and customer solutions strategy which meets the evolving needs of the business, our customers and patients.
- Support strategic portfolio development activities for the business. Work with the global/regional and country teams to support commercial assessments, new product development, forecasting, product in-licensing and lifecycle management

Strong partnership/stakeholder management

- Drive or support the implementation of new commercial models in close collaboration with cross functional teams to ensure triple win go-to-market strategies for the TA at the local level
- Develop and strengthen strategic relationships with customers (e.g. physicians, key accounts, specialty pharmacies, KOLs and payors) to support medical and commercial activities in alignment with compliance guidelines

Leadership & Culture

- Coordinate and manage cross-functional teams (Sales, Marketing, Medical, Value & Access) to effectively execute on prioritized tactics
- Successfully lead the TA team, build high performing culture, foster innovation, and manage all people-management related processes (recruiting, performance management, coaching). Identify and build key capabilities, talent pipeline and ensure proper development of assigned people.
- Attract, develop, and retain top-level value & access talent (including other industries), build strong value & access succession plans and build value & access capabilities across the country organization.
- Drive the spirit of “ONE Team” across all functions (TA first) and build diverse, effective & agile teams who deliver consistently.
- Inspire people through role modelling cultural behaviors to enable the organization to transform & perform.

- Demonstrate strong self-awareness to instill a personal growth mindset evolving to the business, customer, company ' s needs.

Minimum Requirements:

Education:

- University degree (science, business, policy)
- MBA or Doctoral degree (MD/Pharm. D/PhD) preferred

Languages:

- English fluent spoken & written. Greek language is desirable.

Experience:

- 10+ years of relevant experience working with high-performing regional and local marketing, medical and or access teams in healthcare/life sciences industry
- Track record of highly successful delivery and positive performance results
- Proven ability to drive successful launches
- Reliable self-starter, proactive, initiator, change agent.
- Demonstrable leadership skills and experience engaging with and introducing innovation into HCS
- In depth knowledge of customer/marketplace, key dynamics and current knowledge of key competitors and their likely strategies within the TA
- He/she must be comfortable working as the first employee in this new organization; in other words, a hands-on, roll up the sleeves approach will be essential.
- Travel as required
- Able to analyze financial data as well as industry data related to sales, market share, price/volume, call activity, market research, etc. Able to credibly articulate data related to market trends, performance, and strategies to achieve goals to various internal and external audiences.
- While entrepreneurial, ability to maintain the highest degree of integrity, represent the company ' s high ethics, moral behavior, and professionalism.
- The highest ethics and moral standards; unquestioned integrity needed for the complexity of this role

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部门

International

Business Unit

Innovative Medicines

地点

Greece

站点

Metamorfosis

Company / Legal Entity

GR11 (FCRS = GR001) Novartis Hellas

Functional Area

Commercial & General Management

Job Type

Full time

Employment Type

Regular

Shift Work

No

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