

Strategy Manager

Job ID
REQ-10059817

8月 18, 2025

Taiwan

摘要

Be responsible for developing assigned product strategy (Xolair) in agreement with local and regional/ global marketing teams, and implementing tactical plans/projects with business results. In addition, this role needs to uncover barriers within the patient journey, support patient solution design, implementation and proper management aligned with internal policies on quality and compliance.

About the Role

Major accountabilities:

- Prepares content of Integrated Brand Teams and Launch Teams (if applicable).
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s)
- Lead the development of promotional activities in line with internal SOPs and Code of

Conduct guidelines.

- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.
- Identifies area market insights and opportunity via customer interactions
- Executes central marketing activities as well as regional initiated marketing activities
- Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives
- Collaborate with Marketing and Medical teams to maximize activities:
- Scout centers, KOLs and OLs by disease within assigned territory
- Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory
- Uncover barriers within the patient journey, support patient solution design, implementation and proper management aligned with internal policies on quality and compliance. (Brand specific)

Key performance indicators:

- Market share & market share growth.
- Performance management and employee relations, feedback, meetings, surveys (i.e. Field Force, Marketing capabilities, Global Marketing, Medical Department, Regulatory Department)
- Ensure full compliance to all regulatory requirements
- quality patient solution implementation

Minimum Requirements:

Work Experience:

- Minimum 2 years in marketing and related experience and has proven record of leading (coordinating) marketing and related projects
- Good interpersonal skills/communication and collaboration under challenging circumstances
- Stakeholder Engagement and Partnerships.
- Good Project Management
- Strong Operations Management and Execution.
- Quick adoption of Digital Marketing and AI tools
- Healthcare Sector Understanding.
- Influencing Skills.
- Product Marketing
- Project Management.
- Operations Management and Execution.

Skills:

- Agility.
- Commercial Excellence.
- Cross-Functional Collaboration.
- Customer Orientation.
- Healthcare Sector Understanding.
- Influencing Skills.
- Marketing Strategy.
- Negotiation Skills.
- Operational Excellence.

- Priority Disease Areas Expertise.
- Product Lifecycle Management (Plm).
- Product Marketing.
- Product Strategy.
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Partnerships.

Languages :

- Mandarin fluency (must)
- English fluency

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部门

International

Business Unit

Universal Hierarchy Node

地点

Taiwan

站点

Taipei

Company / Legal Entity

TW03 (FCRS = TW003) Novartis (Taiwan) Co. Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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