

Director TA Strategy (m/w/d)

Job ID
REQ-10060302

9月 15, 2025

Germany

摘要

Marketingleiter in einer Umsatzorganisation mit mittlerem Land ODER regionaler/globaler Markenleiter für eine Organisation mit kleinem Umsatz.

Verantwortlich für die Entwicklung, Implementierung und Ausführung von Geschäftsstrategien, Marketing-Mix und operativen Plänen, die den Umsatz, den Marktanteil und das Umsatzwachstum für eine Marke oder eine Reihe von Marken optimieren, um den Markenwert über alle Kundengruppen hinweg zu maximieren.

Co-Leitung und Implementierung der integrierten Produktstrategie (IPS), taktischer Pläne und Bereitstellung von Inputs für die Lifecycle-Management-Diskussionen (LCM).

About the Role

Major Accountabilities

- Strategic Planning & P&L Responsibility

Leading the development of forward-looking strategic and tactical brand plans, including profit and loss planning, to navigate high-volatility and ambiguity with confidence and clarity

- Consulting & Solution Design

Creating and recommending tailored consulting solutions for multifaceted challenges, applying strategic-conceptual thinking to uncover insights and assess business impact

- Peer Coaching & Advisory

Providing contextual guidance and coaching to colleagues across Talent Acquisition, fostering a culture of continuous learning and shared expertise

- Cross-Functional Leadership

Orchestrating and mentoring diverse cross-functional teams, while supporting other TA roles in team development and collaborative execution

- Global & Regional Collaboration

Partnering with global and regional stakeholders to drive go-to-market readiness, brand and portfolio strategy, lifecycle management, performance reporting, and best practice sharing

- Performance & Strategy Management

Steering strategic direction through performance management and implementation control, ensuring alignment with business goals

- Market Intelligence & Strategic Optimization

Continuously analyzing market trends, customer insights, and indication data to refine and optimize strategic approaches

- Stakeholder Engagement & Relationship Building

Building and strengthening relationships with key opinion leaders (KOLs) and ensuring exceptional customer engagement across all touchpoints

What you 'll bring to the role:

- University degree in Economics, Natural Sciences, or a related field.
- Business fluent in English (spoken and written), good German skills are a strong advantage
- >6 years of relevant experience, ideally in marketing within the pharmaceutical industry with ideally 1+ years of experience in other commercial functions
- Proven track record in developing competitive, actionable launch and growth strategies
- Experience managing brands or portfolios across multiple indications
- 3+ years of direct people management and 5+ years leading cross-functional teams
- Demonstrated success in co-creating marketing strategies in collaboration with Global teams
- Strong capabilities in business planning, financial analysis, and management reporting
- Strategic, analytical, and creative thinker with a solution-oriented mindset

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:

You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook: <https://www.novartis.com/careers/benefits-rewards>

Commitment to Diversity & Inclusion:

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

Hiring decisions are only based on the qualification for the position, regardless of gender, ethnicity, religion, sexual orientation, age and disability.

Adjustments for Applicants with Disabilities:

The law provides for severely disabled / equal applicants the opportunity to involve the local representative body for disabled employees (SBV) in the application process. If you would like to request this, please let us know in advance as a note on your CV.

Join our Novartis Network:

If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here:

<https://talentnetwork.novartis.com/network>

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
International

Business Unit
Innovative Medicines

地点
Germany

站点
Munich (Non-Sales Force) (Novartis Pharma GmbH)

Company / Legal Entity
DE14 (FCRS = DE014) Novartis Pharma GmbH

Functional Area
Marketing

Job Type
Full time

Employment Type
Regul ä r

Shift Work
No

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