

Head of Patient Experience and Activation

Job ID
REQ-10060513

9月 16, 2025

United Kingdom

摘要

Novartis aims to be a recognized leader in customer centric commercial excellence to support our ambition to transform the lives of over 300 M patients by 2030.

This role will champion the development and implementation of International Patient Excellence (IPEX) with a focus on patient activation. The Head of Patient Experience and Activation will ensure that all patient-focused marketing content and solutions are designed and delivered to the highest standards of global commercial excellence, fostering personalized, and impactful interactions to activate patients and accelerate patient journeys. By embedding IPEX principles, the position will further enable the organization to proactively address evolving patient needs and drive impact in a consistent way.

This leadership role is accountable for leading a talented team of innovative, passionate professionals who can enable the organization to develop and scale impactful patient content, solutions and services by:

- Delivering a clear and compelling vision and strategy for the integrated patient experience journey, solving for patient needs and pain points to maximize our priority brands and launches

- Develop and implement standards and frameworks to ensure excellence in execution in partnership with key markets and functions
- Making a significant contribution to patient outcomes and commercial growth
- Set strategic and operational priorities, build and lead a high performing team who can deliver these priorities

About the Role

Key Responsibilities:

- Develop and implement a new Novartis International Patient Excellence (IPEX) framework for patient activation in close collaboration with Comms and Patient Advocacy, key markets, TAs. This will include patient segmentation, personalized content / experience and closing the loop for insights to improve impact
- Design disease specific patient experiences, leveraging core partnerships, platforms, and channels; Engage and validate with TAs and markets
- Embed frameworks and standards for International Patient Excellence for patients
- Work closely and in collaboration with TAs and market leads to develop solutions clearly aligned to brand strategy, growth drivers and potential customer needs to support brand innovation
- Use data & metrics to maintain framework of best practice patient experience approaches and use this to iterate with markets on channel mix.
- Follow innovation methodologies to run experiments to validate and refine patient solutions in collaboration with participating MVP markets
- Scale core solutions across top 11 markets to deliver defined KPIs

Essential requirements:

- Proven experience leading and developing high performing teams in a health care or consumer focused sector
- Deep experience in understanding consumer / patient insights and translating into compelling strategies and actionable, compliant solutions with a strong focus on excellence in execution
- Strong marketing capabilities with a structured approach necessary to drive commercial excellence in an above country role
- Demonstrated track record of commercial delivery in country operations
- Experience in driving engagement, collaboration and decision making in complex matrixed organizations
- Demonstrated critical thinking effectiveness as a strategic leader who has built and inspired high performing teams
- Experience and knowledge of ever-changing industry innovations, trends, and enabling technologies
- Ability to inspire others with clear and compelling strategies and stories

Location: This role can be based in Barcelona, Spain; Dublin, Ireland and London, the UK.

Benefits: Read our handbook to learn about all the ways we ' ll help you thrive personally and professionally: [Novartis Life Handbook](#)

Commitment to Diversity & Inclusion: Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

Accessibility and accommodation: Novartis is committed to working with and providing reasonable accommodation to all individuals. If, be-cause of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to receive more detailed information about the essential functions of a position, please send an e-mail to inclusion.switzerland@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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

Universal Hierarchy Node

地点

United Kingdom

站点

London (The Westworks)

Company / Legal Entity
GB16 (FCRS = GB016) Novartis Pharmaceuticals UK Ltd.

Alternative Location 1
Barcelona Gran V í a, Spain

Alternative Location 2
Dublin (NOCC), Ireland

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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