

Global Category Head - Marketing Agencies

Job ID
REQ-10060520

3月 20, 2026

Spain

摘要

Location: Barcelona, OR Prague (Hybrid)

To lead the global procurement strategy and execution for Marketing Agencies, covering Creative Agencies, PR Agencies, and Medical Communications. This role is responsible for managing a global spend of approximately USD 800 million, leading a team of 2-5 professionals, and delivering maximum business value by aligning global, regional, and local sourcing strategies. The role requires close collaboration with senior stakeholders across Novartis, ensuring that category strategies are developed, aligned, and implemented consistently across the US and Top International Markets.

About the Role

Major Accountabilities:

- Develop and own the Global Category Strategy for Marketing Agencies (Creative, PR,

Medical Communications), ensuring alignment with Novartis Global Procurement strategies and business objectives.

- Align global strategy with local and regional procurement teams, ensuring effective implementation across markets (focus on US and International Top Markets).
- Manage and develop a high-performing team of 2-5 procurement professionals, fostering a culture of collaboration, innovation, and continuous improvement.
- Drive strategic supplier relationships, ensuring best-in-class partnerships with agencies to deliver value, innovation, and competitive advantage.
- Partner with senior business stakeholders (Global Marketing, Communications, Medical Affairs, etc.) to ensure procurement strategies fully support business needs and long-term objectives.
- Deliver measurable cost efficiencies, value creation, and process improvements while ensuring compliance with procurement policies and standards.
- Negotiate and oversee global agreements with marketing agencies, balancing cost, quality, innovation, and risk management.
- Provide thought leadership on trends in marketing procurement, ensuring Novartis remains at the forefront of best practices in supplier management and sourcing.

Key Performance Indicators:

- Delivery of cost savings, value, and innovation across the USD 800M spend.
- Alignment and successful implementation of global strategies across US and International Top Markets.
- Supplier performance and contribution to business growth.
- Team development and retention.

Minimum Requirements:

- Minimum of 10 years' experience in Procurement
- Proven track record in Procurement Leadership (ideally global or regional), with specific expertise in Marketing Agencies or related categories.
- Demonstrated success in critical negotiations, supplier relationship management, and stakeholder engagement at senior levels.
- Experience in developing and executing global category strategies and delivering measurable business impact.
- People leadership experience, managing and developing international teams.
- Strong background in project and change management.

Skills:

- Exceptional communication and influencing skills, able to engage credibly with senior business leaders and agency executives.
- Deep understanding of marketing services landscape (creative, PR, medical communications).
- Ability to drive innovation and continuous improvement in procurement practices.
- Strategic mindset combined with hands-on execution capabilities.
- Strong analytical and problem-solving skills.

Languages:

- Fluent English (both written and spoken).
- Additional languages are a plus.

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>

Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally. [Read our handbook \(PDF 30 MB\)](#)

部门

Operations

Business Unit

Purchasing & Sourcing

地点

Spain

站点

Barcelona Gran V í a

Company / Legal Entity

ES06 (FCRS = ES006) Novartis Farmac é utica, S.A.

Alternative Location 1

Prague, Czech Republic

Functional Area

Procurement

Job Type

Full time

Employment Type

Regular

Shift Work

No

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function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =
document.getElementById("kalturaplayer69bd2411c9152324053319"); var mediaContainer =
mediaElement.closest('.nc-kaltura-media'); var originalWidth = "1200px"; var originalHeight = "674px";
var originalWidthValue = parseFloat(originalWidth); var originalHeightValue =
parseFloat(originalHeight); var mediaType = "video"; var isResponsive = false; // Get computed styles
of the container element. var parentStyles = window.getComputedStyle(mediaContainer); var
finalWidth = parseFloat(parentStyles.width); if (finalWidth < originalWidthValue) {
var config = { targetId:
"kalturaplayer69bd2411c9152324053319", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false,
allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: { download: {
disable: true }, "playkit-js-transcript":{ position: "right", // Default: bottom;( ' left ', ' right', ' top ', 'bottom' ) to
enable transcript. expandMode: "over", // Default: alongside;( ' alongside', ' hidden ', 'over' )
expandOnFirstPlay: false, showTime: true, downloadDisabled: false, printDisabled: false, disable:
true } }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu: false },
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; config.plugins.preventSeek = { preventSeekForward:
false, preventSeek: false }; config.plugins.floating = { disable: true }; config.plugins.navigation = {
position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; config.plugins['playkit-
js-hotspots'] = { disable: true }; config.plugins['playkit-js-moderation'] = { disable: true };
config.plugins['playkit-js-info'] = { disable: true }; config.plugins.share = { disable: true };
config.ui.uiComponents = []; config.plugins.googleTagManager = {};
config.plugins.googleTagManager.customEventsTracking = {};
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } } };
```

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try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof
kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var
```

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kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other media. kalturaPlayer.loadMedia({entryId: "1_dgfvmafo"}); setTimeout(() => { setupAutoPause(kalturaPlayerVideos); }, 500); function setupAutoPause(players) { players.forEach((currentPlayer) => { currentPlayer.addEventListener('play', () => { players.forEach((otherPlayer) => { if (otherPlayer !== currentPlayer && typeof otherPlayer.pause === 'function') { otherPlayer.pause(); } }); }); }); }); } catch (e) { console.error(e.message) }
```



VIDEO

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

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2. <https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf>
3. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Barcelona-Gran-Va/Global-Category-Head---Marketing-AgenciesREQ-10060520-1>
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