

Associate Director Market Research (Immunology)

Job ID
REQ-10060886

9月 02, 2025

India

摘要

The role is dedicated to understanding the perceptions and behaviours of HCPs, patients, and payers, ensuring that the organization is fully aware of the evolving market dynamics and customer needs. The role fosters a culture of innovation and collaboration, working closely with cross-functional teams to deliver and integrate comprehensive insights around stakeholder perceptions, market barriers, and product positioning that support the development of tailored engagement strategies and optimized marketing efforts across HCPs, patients, and payers for therapeutic areas.

About the Role

Key Responsibilities

- Collaborate closely with the EH team in a high accountability role, ensuring delivery meets expected outcomes and focus on joint impact

- Enhance / improve the ways of working and operational efficiency btw EH and HYD, continue to build capabilities to increase offering and excellence (continue to strengthen the COE) and create strong culture of collaboration, accountability, challenge, excellence, innovation and continuous improvement
- Contribute to the development of the Market Research team's vision and priorities based on business needs, Insights and Analytics vision, and input from team members and stakeholders.
- Assist in identifying and prioritizing initiatives where Market Research can support internal functions and specific therapeutic areas and help set yearly goals for teams supporting these areas.
- Provide data and insights to inform forecast models through opportunity assessment and demand estimation research.
- Propose analytical solutions to business questions and problems and suggest new data-driven ideas to enhance decision-making and improve the business.
- Coordinate with external vendors to ensure research projects are conducted effectively and that insights meet the needs of specific business partners.
- Collaborate with Provider Insights & Analytics and Human Insights & Behaviour Science teams to collect data on key drivers influencing healthcare provider and patient beliefs, behaviours, and barriers to adoption.
- Work with the Marketing team to optimize content and positioning, and measure omnichannel direct-to-physician (DTP) and direct-to-consumer (DTC) engagement through message and concept testing.
- Implement best practices for market research, including standardized templates for instrument design and ensuring consistency in analysis and insight generation to answer key questions for the IPST, therapeutic area, and functional teams.
- Participate in cross-functional collaboration with IPST and therapeutic area portfolio teams, functional teams (e.g., Medical, NPS, Marketing, Market Access), IDS stakeholders (Decision Scientists), and external vendors to support specific research initiatives
- Lead a team of MR experts in Hyderabad and drive hiring, onboarding, and coaching team members to build a collaborative, high-performing culture.
- Oversee performance management of the teams, including objective setting, regular check-ins, year-end appraisals, and career planning, leveraging GLINT metrics & feedback
- Lead efforts to upskill, mentor, and support the professional growth of the team members, ensuring their sustained development and alignment with organizational goals.
- Prioritize IDS efforts across inbound requests, foster collaboration and alignment across IDS functions.

Essential Requirement

- This role requires a leader who fosters collaboration across cross-functional teams, develops talent, and drives a culture of innovation and thought leadership, and establishes a solid foundation of delivering actionable insights through primary research that can be integrated with secondary analytics to empower strategic initiatives, marketing, and outreach efforts under their TA.
- A minimum of 15 years ' experience in market research, 8 years of experience in the pharmaceutical or healthcare industry, with a strong focus on HCP, patient and payer strategic insights and analytics

- A minimum of 8 years of people management experience. Proven track record of enabling data-driven decision-making at a senior leadership level, including addressing complex business challenges and shaping organizational strategy particularly in therapeutic areas.
- Strong analytical background, strategic thinking and problem-solving skills, with the ability to translate complex data into actionable insights and aligning them with business priorities to drive impactful results
- Excellent communication skills, capable of effectively collaborating with leadership across NVS and IDS functions to translate strategic objectives into the right research metrics and present complex insights effectively to diverse audiences

Desired Requirement

- Master's degree in related field is required; Master of Science and/or MBA strongly preferred
- The ideal candidate will have an extensive understanding of the pharmaceutical landscape, with expertise in guiding application of different research methodologies to understand market perceptions and sentiment among HCPs, patients and payers.

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Business Unit
Universal Hierarchy Node

地点
India

站点
Hyderabad (Office)

Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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