

Associate Director Channel Strategy Analytics

Job ID
REQ-10061228

9月 02, 2025

India

摘要

The Lead, Channel Strategy I&A, Hyderabad serves as a key driver of patient support channel performance/optimization by translating complex data into clear, actionable strategies that enhance decision-making across the organization. By collaborating closely with cross-functional teams, NPS VPs, and IPSTs, this role ensures a deep understanding of performance trends, identifies opportunities for channel optimization, and delivers concise performance narratives that inform both tactical actions and strategic direction. Acting as a trusted partner to leadership, the role also supports operational planning and fosters alignment across teams, enabling brands to achieve their full potential within the broader business ecosystem. The role emphasizes cross-functional insight synthesis, operational excellence, and strong collaboration with both Hyderabad and global teams

About the Role

Key Responsibilities

- Maintain current expertise in relevant therapeutic areas, market access, patient support and evolving market trends to ensure all insights are contextually relevant and actionable for strategic decisions
- Elevate and lead synthesis of insights being delivered from each TA and focus on optimization of channel strategy and development of a holistic story from an impact lens, tailored to access and reimbursement (NPS)
- Develop compelling narratives and storylines that translate complex analyses into clear, impactful presentations for leadership.
- Define key business questions (KBQs), and explore opportunities or challenges through deep-dive analyses, leveraging therapy knowledge and cross collaboration across TAs
- Drive end-to-end delivery of a range of strategic outputs, including but not limited to BPRs, IPST and LRR deliverables, channel optimization and performance assessment, and other high-priority business needs.
- Ensure robust analysis and data quality across all outputs, applying high standards of methodology and providing clear, actionable recommendations.
- Develop and share performance updates, analyses, and recommendations to IPSTs and senior leadership
- Evaluate performance trends and overall strategy effectiveness by assessing key drivers of channel performance and its impact on fill rate and DOT
- Prepare PREREAD materials, coordinate workshop activities, and ensure that Hyderabad's insights are effectively integrated with the broader Access and Reimbursement team.
- Partner with brand team to develop and refine key performance indicators (KPIs) at the brand or functional level to ensure alignment with strategic goals
- Working with a cross-functional team, identify opportunities to optimize performance monitoring processes and improve the effectiveness of reporting and decision-making tools
- Drive collaboration with East Hanover and Hyderabad teams to extract insights from diverse data sources, ensuring effective knowledge transfer and alignment on priorities

Essential Requirement

- Minimum 10 years of experience in analytics, decision science, or related roles, preferably in the pharmaceutical or healthcare sector, preferred if patient support analytics experience exist.
- A bachelor ' s degree in engineering/business administration, Life Sciences, Marketing or a related field; an MBA or advanced degree is strongly preferred.
- Proven ability to analyze complex data sets, identify trends, and deliver actionable insights that drive performance improvements
- Domain expertise in these areas is desired: secondary data analytics, healthcare analytics, patient insights, market access and patient service analytics, or other related strategic analytics and management consulting
- Ability to balance operational execution with high-level strategic thinking, supporting both day-to-day brand performance and long-term business goals
- Comes with excellent and proven track record on storytelling with data and executive presentations
- Ability to work collaboratively with cross-functional teams, including sales, marketing, and product development and drive strategic brand initiatives
- Excellent communication skills, capable of effectively collaborating with senior leadership and aligning diverse teams around strategic goals for IPST
- Proficiency in insight and hypothesis generation, behavioural science, data science, and primary and secondary research methodologies

- Ability to thrive in a fast-paced, dynamic environment and adapt to changing business needs and priorities
- Have proven track record of working in a team environment and have mentorship capabilities, where the person has led a team of 5-7 associates

Desired Requirement

- Bachelor's degree in related field is required; Master of Science and/or MBA
- The ideal candidate will have strong analytical background, strategic thinking and problem-solving skills

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
US

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

[Apply to Job](#)

Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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



Job ID
REQ-10061228

Associate Director Channel Strategy Analytics

[Apply to Job](#)

Source URL:

<https://www.novartis.com.cn/careers/career-search/job/details/req-10061228-associate-director-channel-strategy-analytics>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. <https://www.novartis.com/careers/benefits-rewards>
4. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Hyderabad-Office/Associate-Director-Channel-Strategy-AnalyticsREQ-10061228>
5. <mailto:diversityandincl.india@novartis.com>
6. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Hyderabad-Office/Associate-Director-Channel-Strategy-AnalyticsREQ-10061228>