

C&G Therapy Commercial Lead

Job ID
REQ-10061274

9月 02, 2025

Taiwan

摘要

C&G Therapy Commercial Lead is a pivotal leadership role responsible for driving the commercial success of a specialized portfolio in Cell and Gene Therapies (C&G).

The C&G products represent transformative medical advancements, requiring tailored strategies to address their complexity, individualized treatment processes, and the unique needs of patients, healthcare providers, and referral networks.

Through focused leadership, strategic oversight, and close collaboration with internal and external stakeholders, the C&G Therapy Commercial Lead will enable the seamless coordination of strategy managers and customer engagement partners (CEPs) to drive synergy, operational efficiency, and patient-centric outcomes.

About the Role

Major accountabilities:

- Lead the development and execution of country-level commercial strategies to align with global and regional priorities.
- Ensure all strategic initiatives focus on enhancing access, uptake, and optimal utilization by addressing market-specific challenges.
- Consolidate the leadership of four key Customer Engagement Partners (CEPs) to ensure streamlined, synergistic operations.
- Oversee intense referral processes by closely partnering with healthcare professionals, referral specialists, and centers of excellence to enhance access to therapies.
- Drive account segmentation and prioritization to ensure focused attention on high-impact accounts while nurturing strong, sustainable relationships.
- Collaborate with patient advocacy teams to design and implement robust Patient Support Programs (PSPs) that address distinct patient needs.
- Advocate for patient-centric innovations to optimize the support systems.
- Partner with cross-functional teams, such as medical affairs, market access, regulatory, and supply chain, to drive alignment on portfolio goals and ensure consistent execution of priorities.
- Closely align with the market access team to support entry into reimbursement frameworks where applicable, while also developing strategies that maximize growth for self-pay patients.
- Lead, motivate, and inspire teams, and ensure alignment and unity in achieving commercial objectives.
- Cultivate a culture of innovation, accountability, and excellence to adapt to the rapid advancements.
- Analyze and track the commercial performance, ensuring that learnings are gathered, shared, and applied to continuously refine execution plans.
- Utilize data analytics and market insights to proactively identify opportunities for portfolio growth and address potential barriers to success.

Minimum Requirements:

Work Experience:

- Extensive (> 5 years) of operational experience with an emphasis on product/brand management, ideally across a variety of different therapy areas, as well as sales experience within the biotech/pharmaceutical industry.
- Proven track record of working cross-functionally (medical, finance, sales, health economics, market access, marketing) to drive business outcomes.
- Strong people management experience is a must, with demonstrated ability to lead, influence, inspire, and develop high-performing teams.
- Exceptional leadership and interpersonal skills, with the ability to foster collaboration, create alignment across diverse stakeholders, and motivate individuals to achieve shared goals.

Skills:

- Agility.
- Commercial Excellence.
- Healthcare Sector Understanding.
- Influencing Skills.
- Marketing Strategy.

- Operational Excellence.
- Product Lifecycle Management.
- Product Marketing.
- Stakeholder Engagement & Stakeholder Management.
- Strategic Partnerships.
- Strong strategic mindset and in-depth knowledge of customer/marketplace, key dynamics, and current knowledge of key competitors and their likely strategies.
- Well-developed planning and resource allocation skills.
- Strong focus on project management and results.
- Excellent oral and written communication and presentation skills.
- Excellent persuasive and influencing skills.

Languages :

- English.
- Chinese.

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部门

International

Business Unit

Universal Hierarchy Node

地点

Taiwan

站点
Taipei

Company / Legal Entity
TW03 (FCRS = TW003) Novartis (Taiwan) Co. Ltd

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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