

Brand Leader Cardiovascular

Job ID
REQ-10061431

9月 18, 2025

Italy

摘要

As the Brand Leader for Cardiovascular, you will be responsible for integrating a long-term strategic vision with the execution of the Tactical Plan, maintaining a strong focus on key objectives and market priorities. The role involves monitoring the competitive positioning of the brand and acting as a central reference point for all key internal and external stakeholders. You will coordinate the Brand Team, fostering synergy within a cross-functional team that includes market access, medical, and sales areas.

The role requires close collaboration with the sales team to ensure the impact and effectiveness of messages and campaigns in the field. Additionally, strong strategic thinking skills and leadership capability are essential for guiding the team to achieve optimal outcomes

About the Role

Key responsibilities:

Your responsibilities include, but are not limited to:

- Prepare content of Integrated Brand Teams.
- Define the Marketing Plan and develop the brand strategy, ensuring its implementation while carefully monitoring results to support brand growth.
- Lead the definition and execution of promotional activities in compliance with internal SOPs and the Code of Conduct.
- Lead the Brand Team with effective leadership skills, maximizing cross-functional collaboration among the broader organization supporting Marketing Head
- Identify area market insights and opportunities via customer interactions
- Executes central marketing activities as well as regional initiated marketing activities
- Identify barriers and market opportunities, providing adequate tools and removing obstacles to support the sales team and accelerate brand growth.
- Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory
- Collaborate with Access and Medical teams to maximize activities

Operational Management and Monitoring:

- Monitor and manage the brand 's budgets, forecasts, and expenditures, evaluating the marketing mix to assess cost-effectiveness and achieved results.
- Ensure the smooth execution of central marketing activities while maximizing the impact of locally initiated initiatives
- Track product performance and market conditions using dedicated tools, implementing corrective actions as needed to ensure alignment with business objectives.

Essential Requirements:

- Scientific or Economic Degree
- At least 3 years of previous marketing experience
- An additional previous experience in the role of sales, finance and/or consultancy will be considered a strong plus
- Previous experience in the therapeutic area will be considered a strong plus
- Operations Management and Execution.
- Italian and English on a fluent level
- Strong strategic thinking, with an ability to define long-term objectives.
- Demonstrated leadership skills, with the ability to guide cross-functional teams and drive collaboration across departments.
- An account management-oriented mindset, with a clear understanding of its principles, is a strong plus.
- Negotiation and changing management skills, coupled with excellent internal and external communication capabilities.
- A solution-oriented mindset, with the ability to identify and implement innovative strategies to remove barriers and capitalize on market opportunities

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>

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部门

International

Business Unit

Universal Hierarchy Node

地点

Italy

站点

Milano

Company / Legal Entity

IT08 (FCRS = IT008) Novartis Farma S.p.A.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work
No

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