

TA Head, Oncology, APMA

Job ID
REQ-10061522

9月 07, 2025

Singapore

摘要

To lead, manage and develop the overall performance of the therapeutic area's current and future product portfolio, with oversight of the execution of pre-launch and launch plans across all line functions (Access, Commercial & Medical).

Will collaborate with country/cluster teams to help them drive brand performance and develop operational strategies for the organization, and guide and support the implementation of innovative commercial models. Will also be responsible for overseeing implementation of market access and policy strategies to ensure the successful launch and growth of the TA pipeline portfolio across the region, in alignment with global strategies. The purpose of this role will be to provide oversight and support to the local team to ensure the successful implementation of go-to-market strategies for the TA across the region.

About the Role

Major Accountabilities

- Lead the development and implementation of a cross-functional, regional business plan for the TA (including country identification, sequencing, market entry, revenue targets, resource allocation, etc.), and business case review and approval (e.g., geographic expansion) in partnership with relevant global functions and regional leadership.
- Lead the TA portfolio launches for the region (strategy and oversee implementation of commercial, medical & access plans).
- Support price negotiation for pipeline products with above country level stakeholders, ministries of health, etc while defending the reputation of Novartis.
- Build and foster relationships with the top-tier key opinion leaders/experts, academic institutions and medical societies, patient advocacy groups and policy-making organizations, in close collaboration with regional leadership and other global functions.
- Partner with key internal and external stakeholders to develop appropriate plans aimed at raising awareness of unmet needs.
- Ensure that there is a clear understanding of the patient management paradigm, including a deep and unified understanding of the patient journey across the region
- Continue to gain deep customer insights and translate them into key actions and decisions.
- Ensure launch plans have a clear lens for Access success in various channels including private, public and out of pocket segments
 - Accountable for execution of overall TA portfolio spend within budget, and oversee and monitor the overall commercial and medical budgets, strategic plans, and associated metrics for the TA
 - Optimize sales force performance and return on investment across the region. Enhance sales force capabilities and continue to develop innovative commercial strategies to ensure success in an evolving healthcare environment
- Drive TA presence at selected key regional congresses, symposia, industry meetings and education initiatives for healthcare professionals in close partnership with global cross-functional stakeholders and regional leadership.
- Cross functional representation of region in global forums as the single point of contact
- Ensure that all sales & marketing activities are in accordance with the guidelines of the Company ' s Code of Conduct.
- Develop and manage key talents across region in the TA, build community of leaders, and foster innovation and performance mindset across region within the TA
- Drive the spirit of “ONE Team” with “We over Me” mindset across all functions by supporting a team approach to focus on our patients, payers and customers as our top priorities

Key Performance Indicators:

- Region brand performance, according to defined targets.
- Launch of pipeline products according to budget and business plans. Prepare launches for upcoming products in the therapeutic area pipeline.
- Quality and timely implementation of business and medical plans in alignment with Global brand strategies.
- Implementation of innovative commercial model
- Operational excellence

Experience:

- 10+ years of relevant experience working with high- performing regional and local marketing, medical and or access teams in healthcare/life sciences industry
- Track record of highly successful delivery and positive performance results
- Proven ability to drive successful launches
- Reliable self-starter, proactive, initiator, change agent.
- Demonstrable leadership skills and experience engaging with and introducing innovation into HCS
- In depth knowledge of customer/marketplace, key dynamics and current knowledge of key competitors and their likely strategies within TA
- He/she must be comfortable working as the first employee in this new organization; in other words, a hands-on, roll-up sleeves approach will be essential.
- Travel as required
- Able to analyze financial data as well as industry data related to sales, market share, price/volume, call activity, market research, etc. Able to credibly articulate data related to market trends, performance, and strategies to achieve goals to various internal and external audiences.
- While entrepreneurial, ability to maintain the highest degree of integrity, represent the company ' s high ethics, moral behavior, and professionalism.
- The highest ethics and moral standards; unquestioned integrity needed for the complexity of this role

Education:

- University degree (science, business, policy)
- MBA or Doctoral degree (MD/Pharm. D/PhD) preferred

Language:

- English fluent spoken & written. The ability to speak multiple languages will be advantageous

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

Innovative Medicines

地点

Singapore

站点

Mapletree Business City (MBC)

Company / Legal Entity

SG90 (FCRS = SG015) Novartis Asia Pacific Pharmaceuticals Pte. Ltd

Functional Area

Commercial & General Management

Job Type

Full time

Employment Type

Regular

Shift Work
No

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