

## Senior Business Excellence & Insights Manager

Job ID  
REQ-10061552

9月 08, 2025

Malaysia

### 摘要

Act as a Sales Force Effectiveness business partner to the sales leaders by designing & implementing Sales Force Effectiveness deliverables including measuring product access and sales performance, segmentation & Targeting, account planning, incentive calculation, CRM system management & creating insights through market analytics. Contribute to the definition of a roadmap on how to excel through sales effectiveness and efficiency in the future. Track all relevant KPIs and sales performance in a standardized manner and be able to comply with future requirements of the market.

### About the Role

Major accountabilities:

- Manage the Sales Force Effectiveness team or lead a key process/service within the team. Setup infrastructure and systems in close alignment with Regional Commercial Excellence

- team (CRM, Analytics, Dashboards, Insights, etc.) and ensure high data quality and utilization
- Implement standardized Sales Force Effectiveness systems, tools, analytics, performance dashboards and quantitative and qualitative KPIs. Manage Field Force productivity and improve quality and transparency of resource allocation decision making by targeting and segmentation, territory design/ alignment, Field Force capacity planning, product allocation, call plan design and monitoring, account planning and customer acquisition strategies and action plans, performance measurement, monitoring and Field Force ROI analysis
- Maintenance of CRM system including data extraction and monitoring KAM standards. Drive the systematic generation of insights and generating recommendations for the business. Ensuring the compilation and monthly analysis of market data
- Creation of ad hoc market, product and business analysis based on internal and external data. Create presentations for the sales leadership team -Develop, upgrade and monitor Field Force incentive systems
- Align strategic company and Business Unit objectives with sales and promotion plans and incentive schemes. Support projects for the business unit that involve resource allocation (e.g. launch planning)
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt. Distribution of marketing samples (where applicable)

#### Key performance indicators:

- Timeline, quality and budget of projects - Management of systems to ensure accurate reporting e.g. customer calls (CRM) and account planning activities and others - Accurate implementation of the incentive scheme and payment calculations - Implementation & delivery of launch and post launch measurements

#### Minimum Requirements:

##### Work Experience:

- Sales in Healthcare / Pharma / related business.
- Commercial experience and/or leadership experience in Healthcare.

##### Skills:

- Bi (Business Intelligence).
- Business Analysis.
- Business Dashboards.
- Capacity Planning.
- Cooling Systems.
- Customer Acquisition Strategies.
- Customer Retention.
- Customer Service.
- Data Extraction.
- Data Quality.
- Management Skills.
- Merchandising.

- Performance Measurement.
- Salesforce Crm.
- Security Policies.
- Self-Motivated.

Languages :

- English.

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部门

International

Business Unit

Innovative Medicines

地点

Malaysia

站点

Selangor

Company / Legal Entity

MY01 (FCRS = MY001) Novartis Corporation (Malaysia) Sdn. Bhd. (19710100054)

Functional Area  
Sales

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

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