

Strategy Manager - Solid Tumor

Job ID
REQ-10061740

9月 08, 2025

Taiwan

摘要

Develop and implement integrated brand/s plans for assigned product(s) ' s to achieve market share and sales targets. Lead and collaborate closely with cross-functions to ensure full account-ability for strategic and operational plans and solutions, which optimize profitability, market share and revenue growth for the assigned brand portfolio in the short and long term.

About the Role

Major accountabilities:

- Develop and implement integrated brand/s plans for assigned product(s) ' s to achieve market share and sales targets.
- Analyze relevant industry trends and competitor activities, as well as growth opportunities; translate market intelligence into brand strategies and programs; leverage disease and market knowledge to gain customer insights through the use of appropriate tools and

techniques both of the brand as well as competitors.

- Generate brand specific insights through understanding of local key stakeholders mapped and patient journey and brand impact on the medical society; Able to integrate insights to identify gaps and opportunities and translate then to effective and innovative solutions.
- Work collaboratively with business intelligence function to define and shape appropriate market research plans to gather required data and insights
- Communicate effectively with commercial team to ensure the strategy execution, alignment, and partner with cross-functional team (including patient access, Medical, KAM, etc.) to optimize product performance and adjust plans accordingly.
- Engages in a continuous learning journey with KOLs to develop advocacy, identify current and future opportunities and insights
- Work within any given legal framework, Novartis Ethics and Compliance policies

Key performance indicators:

- TA strategy effectiveness e.g. stakeholder adoption, market share, sales performance, profitability
- Time and quality of launch readiness deliverables
- Manage A&P in compliance with budget and timeline
- 100% compliance

Work Experience:

- +2 years disease/product strategy experiences; oncology field and breast cancer disease as prefer
- management experience

Languages :

- English and Mandarin

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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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