NOVARTIS

Director - Launch and BD&L Insights and Analytics

Job ID
REQ-10062254

3   10, 2026

India

This role is pivotal in shaping the future of product launches by integrating best practices in data strategy, market access, and field deployment. By fostering collaboration across various teams, including Market Access, Field Deployment, and Medical, the Lead, Launch Insights & Analytics ensures that each product launch is not only successful but also aligned with the broader goals of the IDS. This position supports the impact and objectives of IDS by identifying and communicating data-driven insights to support launch planning, go-to-market and launch execution ultimately contributing to the company's mission of improving patient outcomes through effective product launches.

About the Role

Director Launch and BD&L Insights and Analytics, Hyderabad

Location – Hyderabad #LI Hybrid

Key Responsibilities:

- Collaborate closely with the EH team in a high accountability role, ensuring delivery meets expected outcomes and focus on joint impact
- Enhance / improve the ways of working and operational efficiency btw EH and HYD, continue to build capabilities to increase offering and excellence (continue to strengthen the COE) and create strong culture of collaboration, accountability, challenge, excellence, innovation and continuous improvement
- Support successful handover from S&G to US with appropriate validation on insights & forecast. Support successful transition in US from IDS New Products team to full IDS support model
- Adopt & promote launch best practices including data strategy, launch tracking, field enablement, and pre-launch market shaping. Support partnership with US Market Access team to ensure realistic assumption of US market realities are incorporated into launch planning
- Assist in coordination with the Field Deployment & GTM team to provide field force size / structure and go-to-market recommendation to support launch brands in their TA
- Implement processes and partnerships with the medical team aimed at identifying and prioritizing key opportunities for post-market studies, RWE, and HEOR, while also assisting NPS in pinpointing and prioritizing key areas of need for patient support programs for new product launches
- Own the professional development and growth of the Launch team members in Hyderabad. Collaborate with IDS Human Insights on advancements in market research techniques and excellence in primary market research efforts

Essential Requirements:

- Minimum 8 years of experience in the pharmaceutical or healthcare industry, with a deep understanding of product launches. Extensive experience in market research, competitive intelligence, and analytics within the pharmaceutical or healthcare industry.
- Proven track record of successful product launches and strategic planning in a complex, matrixed organization. Strong leadership skills with experience in managing and developing high-performing teams.
- Excellent communication and interpersonal skills, with the ability to influence and collaborate with cross-functional teams. Deep understanding of US market access dynamics and healthcare landscape.
- Proficiency in data analytics tools and platforms, with the ability to translate data into actionable insights. Experience in developing and implementing data strategies and launch best practices.
- Ability to manage multiple projects simultaneously and prioritize effectively in a fast-paced environment. Strong problem-solving skills and a strategic mindset, with the ability to anticipate challenges and develop innovative solutions.
- Minimum 10 years of experience in analytics, decision science, or related roles, preferably in the pharmaceutical or healthcare sector
- Ability to balance operational execution with high-level strategic thinking, supporting both day-to-day performance and long-term business goals. Ability to work collaboratively with cross-functional teams, including sales, data Operations, and product development and drive strategic initiatives
- Excellent communication skills, capable of effectively collaborating with senior leadership and

aligning diverse teams. Proficiency in insight and hypothesis generation, data science, and primary and secondary research methodologies. Ability to thrive in a fast-paced, dynamic environment and adapt to changing business needs and priorities

Education (minimum/desirable):   Bachelor's degree in related field is required; Master of Science and/or MBA strongly   preferred

Why Novartis: Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: https://www.novartis.com/about/strategy/people-and-culture

You'll receive:You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. https://www.novartis.com/careers/benefits-rewards

Commitment to Diversity and Inclusion:
Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: https://talentnetwork.novartis.com/network.

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

Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally. Read our handbook (PDF 30 MB)

US

Business Unit

General Management

India

Hyderabad (Office)

Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =
document.getElementById("kalturaplayer69b2577c7c542669098718"); var mediaContainer =
mediaElement.closest('.nc-kaltura-media'); var originalWidth = "1200px"; var originalHeight = "674px";
var originalWidthValue = parseFloat(originalWidth); var originalHeightValue =
parseFloat(originalHeight); var mediaType = "video"; var isResponsive = false; //Get computed styles
of the container element. var parentStyles = window.getComputedStyle(mediaContainer); var
finalWidth = parseFloat(parentStyles.width); if (finalWidth   var config = { targetId:
"kalturaplayer69b2577c7c542669098718", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false,
allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: { download: {
disable: true }, "playkit-js-transcript":{ position: "right", //Default: bottom;(' left' , ' right', ' top' , 'bottom' ) to
enable transcript expandMode: "over", //Default: alongside;(' alongside', ' hidden' , 'over' )
expandOnFirstPlay: false, showTime: true, downloadDisabled: false, printDisabled: false, disable:
true } }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu: false },
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get
KalturaPlayer.ui.components.Remove } ] } }; config.plugins.preventSeek = { preventSeekForward:
```

```
false, preventSeek: false }; config.plugins.floating = { disable: true }; config.plugins.navigation = {
position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; config.plugins['playkit-
js-hotspots'] = { disable: true }; config.plugins['playkit-js-moderation'] = { disable: true };
config.plugins['playkit-js-info'] = { disable: true }; config.plugins.share = { disable: true };
config.ui.uiComponents = []; config.plugins.googleTagManager = {};
config.plugins.googleTagManager.customEventsTracking = {};
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } };
```

```
try { var kalturaPlayer = KalturaPlayer.setup(config); //Add the player to the global array. if (typeof
kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var
kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } //Load the Player for other
media. kalturaPlayer.loadMedia({entryId: "1dgfvmafo"}); setTimeout(() => {
setupAutoPause(kalturaPlayerVideos); }, 500); function setupAutoPause(players) {
players.forEach((currentPlayer) => { currentPlayer.addEventListener('play', () => {
players.forEach((otherPlayer) => { if (otherPlayer !== currentPlayer && typeof otherPlayer.pause ===
'function') { otherPlayer.pause(); } }); }); }); } } catch (e) { console.error(e.message) }
```


VIDEO

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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insights-and-analytics

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3. mailto:diversityandincl.india@novartis.com
4. https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Hyderabad-Office/Director---Launch-and-BD-L-Insights-and-AnalyticsREQ-10062254-1
5. https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Hyderabad-Office/Director---Launch-and-BD-L-Insights-and-AnalyticsREQ-10062254-1