

Customer Insights & Product Manager - Solid Tumors TA

Job ID
REQ-10062707

9月 29, 2025

Poland

摘要

#LI-Hybrid
Location: Warsaw, Poland

Relocation Support: This role is based in Warsaw, Poland. Novartis is unable to offer relocation support: please only apply if accessible.

Are you driven by the power of customer insights and passionate about shaping brand strategies that truly make a difference? As a Customer Insights & Product Manager at Novartis, you ' ll deliver innovative, data-driven solutions that empower our sales force and elevate the customer experience. Your main focus will be managing marketing strategy and tactics, adapting approaches to market needs, and influencing execution by the Key Account Management (KAM) team. Join us to help transform how we engage with healthcare professionals and bring value-based solutions to the market in Poland.

About the Role

Key Responsibilities

- Manage and adapt marketing strategy and tactics for assigned brands based on customer insights.
- Influence execution of strategy by the Key Account Management (KAM) team to achieve business goals.
- Drive omnichannel strategy across marketing, sales, and medical touchpoints to optimize customer engagement.
- Coordinate strategic account management and segmentation to deliver tailored solutions for customers.
- Develop and monitor key performance indicators (KPIs) and tracking tools in collaboration with Business Excellence.
- Collect and analyze regular insights from cross-functional teams to inform brand strategy.
- Monitor business performance and external environment, taking corrective actions to meet objectives.
- Support the creation of a customer-centric approach and position Novartis as a preferred partner.

Essential Requirements

- University degree in a scientific, economics, or business field.
- Several years of experience in product management or a similar role.
- Proven operational experience in marketing, including customer-facing roles and sales leadership.
- Strong strategic and analytical thinking with a proactive, entrepreneurial mindset.
- Excellent stakeholder management, negotiation, and communication skills.
- Proven experience in health economics within the pharmaceutical industry.
- Fluent English & Polish, both written and spoken.

Desirable Requirements

- Experience working with drug programs
- Experience in oncology

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.

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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Benefits and Rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

部门
International

Business Unit
Universal Hierarchy Node

地点
Poland

站点
Warsaw

Company / Legal Entity
PL03 (FCRS = PL003) Novartis Poland Sp. z o.o.

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work

No

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