

## Sr. TA Strategy Lead, Immunology

Job ID  
REQ-10063600

10月 07, 2025

Japan

### 摘要

TA Strategy Senior Lead is responsible for co-development of Brand strategy with International TA, localization and implementation of tactics to optimize sales, grow market share and revenue for a brand or set of brands as TA portfolio in the short and long term and triple-win (win for patients, customers, Novartis).

### About the Role

Major accountabilities:

- Engage with International TA to shape future strategy and ensure Japan market voice and requirements for pre and post launch is incorporated, based on deep understanding of the market dynamics, unmet needs and customer trends in the Therapeutic Area
- Based on co-created Brand Strategy with International TA, localize brand strategy to Japan market and set Strategic Imperatives (SIs) to drive TA performance as well as creation and

implementation of tactical plan for patients, healthcare professionals and stakeholders in healthcare system across all touchpoints, integrated with brand strategy

- Cross-functional orchestration to ensure operational requirements and tactical implementation are consistent with the strategy
- Analyze current & future Brand Performance including forecasting and optimize resources allocation for the assigned brand to generate the customer experience
- Own commercial peer-to-peer programs (i.e. national symposia/webinars, congress seminar) to ensure high quality and impact
- Improve company reputation and relationship with academic societies and various stakeholders in maximizing TA opportunities and creating a better environment for patients

#### Key performance indicators:

- TA overall sales and market share
- Achievement of strategic and execution KPIs
- Improvement of company reputation in TA communities
- Efficiency gains

#### Background:

#### Education:

- A University level (bachelors) degree; Marketing, Business Administration, Clinical Research, or related field.
- MBA a plus.

#### Languages:

- English: Business level mandated
- Japanese; Fluent is preferred

#### Experience/Professional requirement:

- Experience working cross-functionally and trans-nationally
- Pharmaceutical marketing experiences
- Additional related experience in field sales, related marketing services, brand management and/or medical activities is a plus
- Strong interpersonal skills
  - Business planning, analysis, management reporting skills
  - Internal cross functional communication and leadership

#### Competency

- Strong relationship management and natural collaborator
- Experience and capable of managing Global communications

- Strategic, analytical and creative thinking
- Agile mindset

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

Universal Hierarchy Node

地点

Japan

站点

Toranomon (NPKK Head Office)

Company / Legal Entity

JP05 (FCRS = JP005) Novartis Pharma K.K.

Functional Area

Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

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



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