

# Sr. TA Strategy Lead, Immunology

Job ID REQ-10063600

10月 14, 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

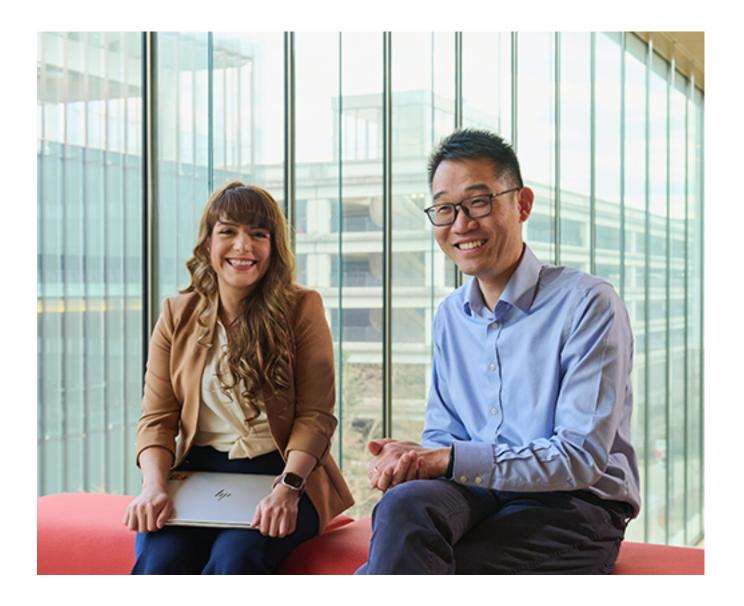
 Strategic, analytical and creative thinking Agile mindset Why Novartis: Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other. Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together? <a href="https://www.novartis.com/about/strategy/people-and-culture">https://www.novartis.com/about/strategy/people-and-culture</a> Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: https://talentnetwork.novartis.com/network 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 Japan 站点 Toranomon (NPKK Head Office) Company / Legal Entity JP05 (FCRS = JP005) Novartis Pharma K.K.

Experience and capable of managing Global communications

**Functional Area** 

Marketing

| Job Type<br>Full time                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| Employment Type<br>Regular                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Shift Work<br>No                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Apply to Job                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 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 fo any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to <a href="mailto:midcareer-r.japan@novartis.com">midcareer-r.japan@novartis.com</a> and let us know the nature of your request and your contact information. Please include the job requisition number in your message. |
| 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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