

Business Excellence & Execution Head

Job ID
REQ-10063933

10月 09, 2025

Hungary

摘要

#LI-Hybrid
Location: Budapest, Hungary

Are you ready to join one of the world ' s leading pharmaceutical companies and contribute to ensuring that patients in Hungary have access to innovative and life-changing medicines?

The purpose of the role is to provide insights, guidance, and support across commercial with the objective to anticipate, identify, accelerate and support the performance and implementation of new and competitive commercial models.

Manage the overall performance of the Mature Brands portfolio, including execution of marketing & promotional strategies, goals and operational plans to manage product lifecycle. Build strategic framework for the digital solutions portfolio with the ultimate goal to -

- 1) Accelerate time to treatment
- 2) Enhance customer experience
- 3) Effectiveness & efficiency of our M&S model

Covers a platform of sub-teams, which across - therapeutic area delivers expertise on Commercial excellence, Customer Solutions, Digital Customer Engagement, Data Strategy Insights & Analytics, Field Force Excellence & Capability Development.

This position reports to the Country President of Hungary.

About the Role

Key Responsibilities:

- Accountable for delivering the mature portfolio brand performance with respect to sales, market share, and profitability to meet or exceed budget targets. Drive the growth by establishing growth plans for existing products, effectively manage their life cycle, successfully launch line extensions and new products; establish and manage effective strategic partnerships. Entrepreneurial approach to portfolio management to optimize ROI across a diverse range of brands through the lifecycle by actively investing across brands with shared/pooled services and flexibly budgeting according to prioritized outcomes.
- Leveraging targeted strategies and innovative, cost-effective GTM models to efficiently commercialize non-priority diverse set of brands. Use digital engagement channels, innovative access models & cross-portfolio deals to optimize value across the lifecycle, including Business-to-business selling, account management and contracting focus, “non-personal promotion” to HCPs. Incorporate opportunities to maximize lifecycle value and differentiate beyond efficacy to address non-clinical barriers and product enhancements (e.g., devices, digital services).
- Responsible for designing, updating and implementing new go-to-market strategies, with the aim to innovate, accelerate Patient Journey and secure future competitive advantage. Driving adoption of Innovative commercial models across the organization. Development and implementation of robust execution approaches and action plans for Field force Excellence and Effectiveness.
- Identification of improvement opportunities and development of action plans and execution that will increase overall effectiveness and efficiency of the organization. Drives operations, ensures implementation, and follow up of commercial execution initiatives to achieve best possible business success and meet customer and patient needs. Manage budget process and controlling for commercial execution.
- Consistent measurement and monitoring (metrics, KPIs, etc) of external competitiveness and execution. Deploy and follow up commercial processes across therapeutic areas ensuring compliance and the implementation of business Rules/Processes & Practices for correct Customer Data Management CRM.
- Proactively identify and define new customer solutions with an innovative and customer-in-mindset. Develop multichannel digital strategy and solutions to enhance customer engagement as well as strengthen digital capabilities. Drive Customer engagement Performance: - Quantity & Productivity (of targeted customer engagement - Quality & Mix to support the in-market performance of priority brands.
- Leads Digital Transformation function and identifies new trends and customer needs, competitive strategies & the evolving technological landscape while facilitating and actively

promoting best practices sharing across the enterprise. Drive effective localization of our global digital platforms to develop and implement fit-for-purpose digital solutions to maximize the number of patients and benefits/outcomes for our priority brands and disease areas. Lead strategy and implementation of digital/technology solutions to continuously improve the standard solution portfolio to enable priority brand teams to increase customer engagement and market share.

- Serve as a thought leader and advisor identifying trends, participating in industry forums and events, and evaluating competitive offerings in the market to enhance customer engagement and satisfaction. Has and maintains a strong external network of digital solution providers, technologic innovators, and business experts to position Novartis as tech-savvy healthcare system partner and identify early opportunities in fast evolving digital healthcare arena. Align risk assessment & management and ensure compliance.
- Enablement of all Sales, Access and MSL teams with tailored information, systems, training, and tools to optimize their activities and business (e.g., best-in-class educational curriculums/ trainings & tools for customer-facing and customer operations roles. Leads and designs an organization-wide learning and capability building programs (Marketing, Sales, Market Access & Medical) making sure proper skills and capabilities for long-term business success exist. Ensures capabilities and toolsets to enable data-driven decision making across business including the measurement of customer engagement and experience. Supports the capability development of new, innovative technologies across the organization (e.g. AI tools, Co-Pilot, etc).
- Attract, develop, and retain top-level talent (including other industries), build strong succession plans and build capabilities across the country organization. Drive the spirit of “ONE Team” across all functions and build diverse, effective & agile teams who deliver consistently. Inspire people through role modelling cultural behaviors to enable the organization. Demonstrate strong self-awareness to instill a personal growth mindset evolving to the business, customer, company 's needs.

Essential Requirements:

- Education: Bachelor's or Master's degree.
- Min. 3 - 5 years of Commercial experience in more than 1 function from the Pharma industry.
- Min. 3 years of people leadership experience.
- Previous experience in data and digital.
- Proficient English, both written and spoken.
- Strong in project leadership.
- Excellent communication and negotiation skills.

About Novartis Hungary:

Novartis is a leading pharmaceutical company renowned for its innovation. In Hungary, we pioneered the introduction of advanced cell and gene therapies. Our commitment to research and development spans a wide range of therapeutic areas, including oncology, chronic conditions, and rare diseases. We take pride in being a proactive partner, contributing to the advancement of healthcare solutions.

As a global pharmaceutical leader headquartered in Switzerland, Novartis is among the largest pharmaceutical companies in Hungary. Our mission is to lead in delivering innovative medicines to patients across the country. We are dedicated to fostering a dynamic work environment that promotes personal development and professional growth.

Commitment To Diversity & Inclusion:

We are 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>

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

Innovative Medicines

地点

Hungary

站点

Budapest

Company / Legal Entity
HU02 (FCRS = HU002) Novartis Hungary

Functional Area
Commercial & General Management

Job Type
Full time

Employment Type
Regular

Shift Work
No

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