

Cardio Brand Manager

Job ID
REQ-10064330

10月 14, 2025

Brazil

摘要

800 million! That's the number of lives we impact around the world through innovative products and cutting-edge medical science, Novartis is among the world's leading pharmaceutical companies, always seeking to bring innovative products to patients quickly and effectively. As a global company, resources and learning opportunities at Novartis are also plentiful, involving both global and local cross-functional careers. As part of Novartis Brazil, you will have great opportunities to develop and impact the success of our business, contributing to the same purpose of reimagining medicine to improve and extend people's lives.

About the Role

Job description summary

#LI-Hybrid

Location: S ã o Paulo, Brazil

If relocation is not supported, please add: This role is based in S ã o Paulo, Brazil. Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

Job description

Key responsibilities:

- Strategic Brand & Portfolio Leadership: Develop brand strategy, marketing mix, and operational plans to sustain brand maximization for the top 1 selling drug for Novartis globally. Lead integrated brand plan in alignment with lifecycle goals
- Insight-Driven Decision Making: Make strategic decisions based on market data, customer insights, scientific evidence, and lifecycle analysis. Apply BD&L knowledge to identify and manage alliances such as commercial partnership or licensing opportunities that extend portfolio value
- Digital & Omnichannel Excellence: Create a digital communication strategy aligned with brand identity and Novartis ' digital framework. Ensure effective use of omnichannel tools and Health Solutions to engage stakeholders
- Customer-Centric Value Creation: Co-create a compelling value proposition that addresses customer needs and payer expectations. Collaborate cross-functionally to ensure differentiation and relevance in a post-LoE landscape
- Oversee and manage whole value chain (commercial partners, distributors, pharmacies, and other channels), patient relationship programs, engagement with private and public payers
- Leverage data and analytics to take informed decisions
- Build together with cross-functional teams ((mainly Finance, BI, Medical and Commercial) forecasts and patient flows

Essential Requirements:

- Strong knowledge of Brazilian healthcare ecosystem and key stakeholders (healthcare systems thinking).
- Innovative mindset with strong omnichannel skills.
- Holistic ecosystem view, strategic thinking and business acumen.
- Brand vision, strategy, positioning & value proposition.
- Insight-driven analytical skills (customers, brand, and patient journey).
- Background in pharmaceuticals industry or correlated markets.
- Commercial experience in Healthcare sector.
- Management of alliances and commercial partnerships.
- Experience with project and process management.
- Advanced English.

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: Competitive salary, annual bonus, life insurance, home office policy (home office 2x a week), retirement and wellbeing plans, flexible working arrangements, birthday day-off, parental leave, subsidized dining facilities, health insurance, employee recognition platform, Gympass, employee resource groups and virtual self-development tools.

If you want to learn more about our benefits, you can access 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 Careers: <https://www.novartis.com/careers>

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

Universal Hierarchy Node

地点

Brazil

站点

Santo Amaro

Company / Legal Entity

BR03 (FCRS = BR003) NOVARTIS BIOCIENTIAS S.A

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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