

Sr Cardio Brand Manager

Job ID
REQ-10064330

11月 07, 2025

Brazil

摘要

Lead the strategy and execution for Novartis' top global brand in Brazil, and upcoming launches in the cardiology therapeutic area. You will shape end-to-end brand performance—from insight generation and omnichannel engagement to payer value creation and alliance management within the cardiovascular portfolio.

About the Role

Job description summary

#LI-Hybrid

Location: S ã o Paulo, Brazil

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:

- Develop and execute brand strategy, marketing mix, and operational plans to maximize performance for Novartis' top-selling global brand
- Lead cross-functional launch planning and develop cardiology-specific value narratives and educational initiatives for HCPs, payers, and patient communities, aligned with scientific evidence and local regulations.
- Lead the integrated brand plan aligned to lifecycle milestones and long-term portfolio objectives
- Make strategic and informed decisions based on analytics, 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
- Build a digital communication strategy consistent with brand identity and Novartis' digital framework
- Ensure effective use of omnichannel tools and Health Solutions to engage HCPs, payers, and patient organizations; optimize personalization, content cadence, and channel mix
- Co-create a compelling value proposition that addresses customer needs and payer expectations, ensuring differentiation in a post-LoE environment
- Oversee and manage whole value chain (commercial partners, distributors, pharmacies, and other channels), patient relationship programs, engagement with private and public payers
- Leverage analytics for forecasting, segmentation, targeting, and performance management across brands
- Build forecasts and patient flows with Finance, BI, Medical, and Commercial teams; track KPIs and continuously improve based on insights

Essential Requirements:

- Strong knowledge of the Brazilian healthcare ecosystem and key stakeholders (healthcare systems thinking), including cardiology pathways and market dynamics.
- Innovative mindset with strong omnichannel skills and experience executing digital-first brand strategies.
- Holistic ecosystem view, strategic thinking, and strong business acumen.
- Proven experience in brand vision, strategy, positioning, and value proposition development.
- Insight-driven analytical skills covering customer, brand, and patient journey analytics.
- Background in the pharmaceutical industry or closely related markets; cardiovascular experience is a plus.
- Commercial experience in the healthcare sector, including launch planning and cross-functional leadership.
- Experience managing alliances, commercial partnerships and LOE strategy.B5
- Advanced English; Portuguese fluency required.

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>

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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
Brazil

站点

Santo Amaro

Company / Legal Entity

BR03 (FCRS = BR003) NOVARTIS BIOCIENCIAS S.A

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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