

# Customer Insights & Market Research Manager

Job ID REQ-10064789

10月 16, 2025

Greece

# 摘要

We are looking for a Customer Insights & Market Research Manager to serve as the internal expert and trusted advisor on market research. This role will guide the organization in framing the right business questions, choosing the most appropriate research methodologies, and ensuring that studies generate clear, actionable insights. The consultant will support commercial and crossfunctional teams in understanding customer needs, market dynamics, and business opportunities. In addition to this consultative focus, the role will also manage the operational aspects of vendor communication, contract management, and project execution to ensure quality and compliance.

## About the Role

Key Responsibilities

- Act as the internal research consultant, advising teams on:
  - What questions to ask to address business challenges.

- Which methodologies (quantitative, qualitative, f2f, CATI, online, focus groups, indepth interviews, etc.) are most appropriate.
- How to design studies to yield meaningful, actionable insights.
- Partner with Marketing, Sales, and Medical to ensure research directly informs strategic and tactical decisions.
- Consolidate and interpret findings, translating data into clear recommendations for the business.
- Stay current with research trends and innovative methodologies, introducing new approaches where relevant.
- Oversee vendor management and ensure effective communication with external research agencies.
- Manage contracts and documentation with vendors, ensuring alignment with company standards and compliance.
- Monitor budgets and timelines for research projects, ensuring efficiency and transparency.

#### Qualifications & Experience

- Bachelor's or Master's degree in Business, Market Research, Social Sciences, or related field.
- 5+ years of experience in market research, ideally with both agency and pharmaceutical/healthcare industry exposure.
- Deep knowledge of research methodologies and their applications across different business needs.
- Strong consulting and advisory skills: ability to translate business problems into research questions and research findings into actionable recommendations.
- Excellent stakeholder management and communication skills, with the ability to influence at different organizational levels.
- Experience in vendor and contract management is a plus.
- Analytical mindset with strong problem-solving skills.
- Fluency in English (written and spoken).

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>

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部门 International
Business Unit Universal Hierarchy Node
地点 Greece
站点 Metamorfosis
Company / Legal Entity GR11 (FCRS = GR001) Novartis Hellas
Functional Area

Job Type Full time

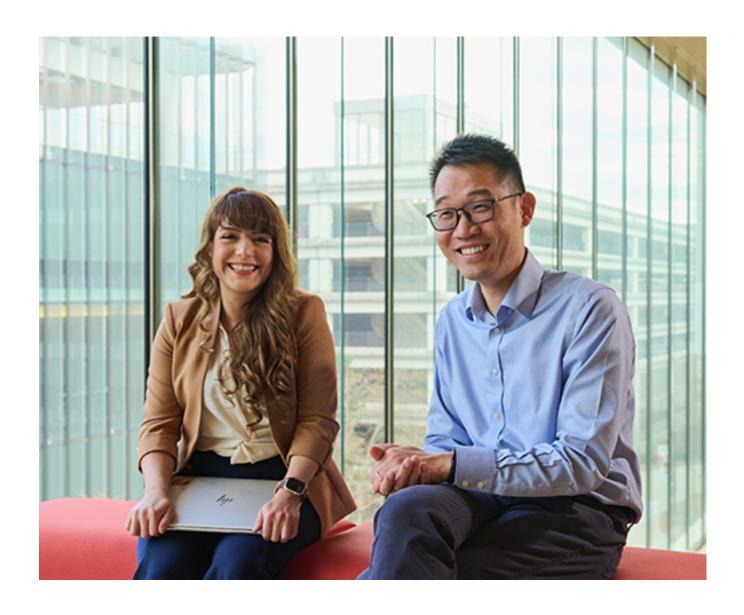
Marketing

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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