

Lead of Mature Brands & Growth Strategy

Job ID
REQ-10064833

10月 16, 2025

Greece

摘要

The Lead of Mature Brands & Growth Strategy is responsible for shaping and executing the strategic direction of the company's mature portfolio, ensuring its sustained performance, relevance, and impact in the market. This role goes beyond brand management, focusing on portfolio optimization, lifecycle strategy, and the identification of growth opportunities across therapeutic areas. Through a combination of strategic marketing, market intelligence, and cross-functional collaboration, the Head ensures the mature brands remain competitive and contribute meaningfully to the company's long-term goals. While centered on mature products, the role also involves exploring selective external partnerships and innovative engagement models that enhance portfolio value and market presence. As the leader of a dedicated team, the Head drives sustainable value creation, operational excellence, and full compliance with regulatory and ethical standards. Aligned with our Growth with Responsibility culture, this position requires a strong enterprise mindset, strategic thinking, and the ability to connect business priorities with broader company ambitions.

About the Role

Key Responsibilities

Portfolio Performance & Growth

- Drive commercial performance of the mature brands portfolio and secure sustainable growth opportunities, ensuring broader patient benefit.
- Explore and implement partnerships and business development initiatives across the mature portfolio and beyond, expanding patient access and market reach.
- Identify and implement market strategies that maximize value creation and reinforce the company's position.

Commercial & Market Execution

- Develop and execute commercial policies with pharmacies, wholesalers, and private hospitals to strengthen market presence and patient access.
- Design and lead digital awareness campaigns targeting healthcare professionals and the public.

Operational Excellence & Compliance

- Oversee robust forecasting and demand planning for the portfolio to ensure product availability.
- Ensure timely and compliant execution of communication processes with healthcare professionals and regulatory authorities.
- Establish governance frameworks and streamlined processes that align with the company's ethical standards.

Team Leadership

- Lead, develop, and inspire a team responsible for driving business initiatives and managing operational activities.
- Foster a culture of accountability, innovation, and collaboration with a strong sense of purpose around patient benefit.
- Role-model enterprise mindset by prioritizing company-wide value creation over siloed objectives.
- Embed the principles of Growth with Responsibility, ethics, and the new culture into daily operations and decision-making.

Qualifications & Experience

- Advanced university degree in Life Sciences, Business, or related field (MBA or equivalent strongly preferred).
- Minimum 8-10 years of progressive experience in the pharmaceutical industry, with a proven track record in portfolio management, business development, or commercial leadership roles.
- Demonstrated experience in managing mature/established brands and driving sustainable growth in highly competitive markets.
- Deep knowledge of the healthcare and pharmaceutical environment, including commercial models, market access, regulatory frameworks, and compliance standards.

- Proven ability to negotiate and execute complex partnership agreements with external stakeholders (e.g., pharmaceutical companies, wholesalers, hospital groups).
- Strong leadership background with at least 5 years of people management experience, leading cross-functional and multicultural teams.
- Exceptional communication, negotiation, and influencing skills with a demonstrated enterprise mindset and strategic orientation.
- 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? <https://www.novartis.com/about/strategy/people-and-culture>

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部門
International

Business Unit
Universal Hierarchy Node

地点
Greece

站点
Metamorfosis

Company / Legal Entity
GR11 (FCRS = GR001) Novartis Hellas

Functional Area
BD&L & Strategic Planning

Job Type
Full time

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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