

## Director, Launch Excellence Strategy (1 of 2)

Job ID  
REQ-10065854

3月 19, 2026

USA

### 摘要

#LI-Hybrid

Novartis is preparing to launch several innovative medicines across four therapeutic areas over the next five years as part of its commitment to reimagine medicine. To enable these launches, we are seeking a Director to join the U.S. Launch Excellence Team.

This role is for a senior commercial strategist with direct experience building and leading brand or franchise strategy for complex U.S. biopharmaceutical launches. The Director will partner with cross-functional leadership teams to shape, challenge, and strengthen launch strategy from launch minus 3 years through launch plus 1 year, ensuring that launch plans are bold, integrated, and patient-driven. Success in this position requires direct experience and deep understanding of U.S. brand/product strategy development, launch decision-making, and cross-functional trade-offs in a rapidly evolving healthcare ecosystem.

This position can be based in our East Hanover, NJ or Cambridge, MA site.

## About the Role

### Key responsibilities:

#### Enterprise Launch Strategy Leadership:

- Serve as the primary strategic thought and sparring partner to several U.S. cross functional launch teams, shaping end to end launch strategy across the full planning horizon (launch minus 3 years through launch plus 1 year).
- Challenge and elevate brand teams' thinking on waves of growth, strategic choices, environmental shaping, competitive readiness, value proposition, access assumptions, and executional certainty.
- Ensure launch strategies reflect the available evidence, patient impact, and long-term value creation.

#### Strategic Integration & Decision Support

- Ensure launch plans integrate functional deliverables into a singular, cohesive plan for customers that considers key strategic questions, tradeoffs, and risks at each phase of launch planning.
- Drive data-informed strategic decision-making and inform annual and multi-year financial planning for pre-launch assets, identifying risks and opportunities early.
- Embed unbiased, objective assessments of readiness and ability to win.

#### Launch Excellence Capability Building

- Lead high impact, multifunctional initiatives to evolve Novartis' launch excellence method, ensuring it strengthens strategic decision making and enterprise trade off clarity, not just process adherence.
- Capture and scale best practices in strategic launch planning, building a connected U.S. launch community that accelerates learning and decision-making.
- Establish innovative, AI-enabled approaches that help teams enhance strategic insight, scenario readiness, and planning quality.

### Essential Requirements:

- Bachelor's degree required; MBA or equivalent advanced degree strongly preferred.
- 10+ years of experience in U.S. biopharmaceutical brand strategy, marketing, commercial strategy, with direct ownership of brand or franchise strategy.
- Candidates must have personally led the development of U.S. brand strategy, including defining strategic choices, tradeoffs, and go to market assumptions.
- Demonstrated experience leading launch strategy for complex or high-profile biopharma

products, including planning from pivotal program endorsement through post-launch optimization.

- Deep understanding of the roles and strategic contributions of each function across the launch planning horizon, and a record of effectively working cross-functionally to deliver impact.
- Experience in rare diseases, specialty, or novel technology/platform launches.
- Experience in one or more of these therapeutic areas: Cardiovascular-Renal-Metabolic, Immunology, Neuroscience, Oncology.
- Proven ability to influence senior stakeholders, challenge the status quo, and drive strategic clarity in ambiguous environments.
- Strong analytical, financial, and storytelling skills, with the ability to translate complexity into strategic direction.
- Experience with AI solutions to advance strategic quality and speed of impact
- Desirable requirements:
  - Experience in management consulting (life sciences) or equivalent strategic advisory roles.
  - Experience in large pharma organizations.
  - This role is intended for candidates who have personally led U.S. biopharmaceutical brand or franchise strategy, including ownership of launch strategy and key strategic choices across the launch planning horizon. Candidates whose experience is primarily focused on project management, operational launch execution, readiness tracking, or process governance, without direct brand or franchise strategy ownership, are not a fit for this role.

#### Novartis Compensation Summary:

The salary for this position is expected to range between \$185,500 and \$344,500 per year.

The final salary offered is determined based on factors like, but not limited to, relevant skills and experience, and upon joining Novartis will be reviewed periodically. Novartis may change the published salary range based on company and market factors.

Your compensation will include a performance-based cash incentive and, depending on the level of the role, eligibility to be considered for annual equity awards.

US-based eligible employees will receive a comprehensive benefits package that includes health, life and disability benefits, a 401(k) with company contribution and match, and a variety of other benefits. In addition, employees are eligible for a generous time off package including vacation, personal days, holidays and other leaves.

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>

Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally. [Read our handbook \(PDF 30 MB\)](#)

#### EEO Statement:

The Novartis Group of Companies are Equal Opportunity Employers. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status.

#### Accessibility & Reasonable Accommodations

The Novartis Group of Companies are committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the application process, or to perform the essential functions of a position, please send an e-mail to [us.reasonableaccommodations@novartis.com](mailto:us.reasonableaccommodations@novartis.com) or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

部门  
US

Business Unit  
General Management

地点  
USA

状态  
New Jersey

站点  
East Hanover

Company / Legal Entity  
U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Alternative Location 1  
Cambridge (Massachusetts), Massachusetts, USA

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

```
var config = { targetId: "kalturaplayer69f5f2572b272310763116", provider: { widgetId:
"10m7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause:
false, allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: {},
sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
showSpeedMenu: false }, css : "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css",
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(KalturaPlayer.plugins["transcript"]) { config.plugins["playkit-js-transcript"] = { position: "right", //
Default: bottom;('left', 'right', 'top', 'bottom') to enable transcript. expandMode: "over", // Default:
alongside;('alongside', 'hidden', 'over') expandOnFirstPlay: false, showTime: true, downloadDisabled:
false, printDisabled: false, disable: true }; } if (KalturaPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible:
false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; }
if (KalturaPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if
(KalturaPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
(KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents =
[]; if (KalturaPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {};
config.plugins.googleTagManager.customEventsTracking = {};
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
```

```
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents: false, playlistEvents: false, castEvents: false } }; }
```

```
try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other media. kalturaPlayer.loadMedia({entryId: "1dgfvmafo"}); } catch (e) { console.error(e.message) }
```

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