

Head of Innovation, BE&E and Mature

Job ID
REQ-10066612

11月 14, 2025

Italy

摘要

-Accountable for achieving targets on sales, and growth, generating and managing partnership deals, as well as guaranteeing execution of transformational initiatives based on a deep understanding of the customers/market place, key dynamics, policies and innovation happening within and out of pharmaceutical industry. To support sustainable growth as well as to leverage strong commercial execution capabilities, provide expertise on specific areas such as Commercial Excellence, Digital and Launches while helping to co-ordinate and leverage the execution of commercial plans and growth initiatives. Responsible for defining the appropriate portfolio mix and portfolio strategies; Monitoring the marketing/sales campaigns with respect to milestones and budget

About the Role

Job to be done:

- Evolve Customer Exp. & engagement model: Design and exute an integrated

customer experience & engagement strategy for TAs (e.g., multichannel strategy and solutions to enhance customer engagement)

- Future Competitiveness: Drive field force effectiveness, field excellence and operations to harmonize and systemize performance monitoring
- Digital Solutions: Localize global digital platforms to develop and implement fit-for-purpose digital solutions to maximize the number of patients for priority brands
- Drive data strategy and governance (incl. AI products) and transform NVS into a data driven decision-making company including external partnerships
- Anticipate future commercial & field capabilities (including agile working methodologies) including drive change and experiment with new ways of working
- Build strong x-functional, agile teams, coach and develop talent: Attract, retain & engage highly capable & diverse talents and build effective teams who consistently deliver. (agile methodologies)
- Innovation and Patient Journey: focus on solutions design sustaining diagnosis, adoption and adherence to maximize patient access and sustain value generation.
- Mature Brands/Portfolio Brands: Maximize value of (top and bottom line) and patient access to our portfolio of “in-market” brands

Critical Experience & Knowledge

- Leading Teams: Direct team leadership experiences (team of min. 10-20 people) and inspiring them to deliver growth/ change
- P/L Mgmt: Successfully delivered top & bottom-line targets (depending on the mature brand volume/portfolio of the market)
- Strategic Thinking and proven management of larger scale, diverse projects in implementing innovative customer engagement systems, solutions & tools.
- Innovative business models: Proven experiences of developing innovative commercial models
- Managing Matrix & Collaboration: Proven ability to influence matrix organizations - lead by influence
- Digital Savviness: Experiences as adopter of new technologies and good understanding of digital trends & solutions, technology platform and products
- Leading Change & Transformation: Experiences in leading change management initiatives
- X-functional experiences & skills: Profound working experiences in more than one of the following functions (x-functional): Marketing, BE&E, Value & Access, Consulting, Strategy, Data & Analytics in a small or mid-size market or above country (also outside pharmaceutical industries)

Leadership Capabilities / Expectations

- **Navigating Complexity:** Focuses on larger, longer-term issues, and creates plans and strategies to shape Assets. Challenges the way things are done Aligns & drives people and organizations around change. Comfortable in navigating the matrix and people related organizational dynamics. Business acumen & insights- Applying deep TA competitive customer (HCP/HCS/Patients) insights & the external marketplace to shape competitive TA strategy
- **Delivering Impact:** Establish credibility & influence across diverse stakeholders and able to navigate in an environment of shared outcomes and cross-business accountabilities. Demonstrates enterprise leadership, balance diverse stakeholders & competing/conflicting priorities to drive results. Customer engagement: Implements TA customer specific (digital) engagement channels to deliver customer specific and outcome-oriented content and solutions
- **Leading People:** Creates empowered leaders to execute efficiently, through the layers of organization and across geographies. Creates systematic development across the organization to build teams with diverse perspectives and capabilities to deliver business plans. Executive communication skills : Clearly and effectively communicates with senior stakeholders - both internal & external - to align on vision, purpose & goals. Generates trust. builds credibility and drives engagement with people and stakeholders.

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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Business Unit
General Management

地点
Italy

站点
Milano

Company / Legal Entity
IT08 (FCRS = IT008) Novartis Farma S.p.A.

Functional Area
Marketing

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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