

In-Market Brands Director, APMA

Job ID
REQ-10066975

11月 13, 2025

Singapore

摘要

Responsible for a consistent, cross-functional brand strategy shaping and implementation, for all assets having moved from Global to International TA until the handover to IMB. Will evolve globally created early brand strategies, such as the Integrated Product Strategies (IPS) into a competitive, truly cross-functional launch plan that is fit-for-purpose for core IMI markets and sets a foundation of launch success for Novartis ' next blockbusters.

Contributes to strategic, cross-functional decisions for International and above-brand strategic initiatives, incl. partnerships, policy shaping, and for launched assets, will monitor and respond to major events and competitive landscape developments.

Close interaction with core IMI markets, collaboration with MAP and CE&E teams to shape launch deliverables and TA-relevant customer experiences/ journeys and campaigns/ content for major IMI markets, and with IMUS counterpart to ensure consistent brand positioning worldwide.

Leads, manages and develops the overall performance of the TAs current and future product portfolio and delivers sales and profits within agreed budgets. (Region/cluster/country) -Leads and develops a high-performing sales and marketing team and builds effective and enduring business relationships

with key customers/ stakeholders.

Typically leads a small revenue country organization, covering both sales and marketing activities, with responsibility to drive performance and develop operational strategy of one or more product portfolio.

About the Role

Major accountabilities:

- Accountable for delivering the TA sales, market share, and profitability to meet or exceed budget targets. Defines, develops and oversees short and long-term strategic marketing (and sales) plans in line with regional & global marketing strategy.
- Monitors market trends, sales and product performance, conducts regular reviews against plans and takes corrective action as required. Drives the growth of the TA by establishing growth plans for existing products, effectively manages their life cycle, successfully launches line extensions and new products; establishes and manages effective strategic partnerships.
- Defines, drives and oversees the launch planning and execution of upcoming key launches by ensuring seamless cross-functional and (as applicable) cross-divisional collaboration. Supports strategic portfolio development activities for the business.
- Works with the global, regional and country teams to support commercial assessments, new product development, forecasting, product in-licensing and lifecycle management. Develops and strengthens strategic relationships with customers (e.g. physicians, key accounts, specialty pharmacies, KOLs and payors) to support medical and commercial activities in alignment with compliance guidelines.
- Optimizes sales force performance and return on investment. Enhances sales force capabilities and continues to develop innovative commercial strategies to ensure success in an evolving healthcare environment.
- Partners with other TAs heads and supports in the development of an agile, customer-led digital and customer solutions strategy which meets the evolving needs of the business, our customers and patients.
- Drives effective, tiered market support to interpret, localise and operationalise launch strategies and deliverables, acting as primary interface and escalation point for major IMI markets. Responsible for the budget and financial performance of the unit. Ensures alignment to all Ethics, Risk & Compliance policies and manage key processes.
- Successfully lead the TA team, managing all people-management related processes (recruiting, performance management, coaching). Identifies and builds key capabilities, talent pipeline and ensure proper development of assigned people.

Minimum Requirements:

Work Experience:

- Degree in Life Sciences, Pharmacy, Biomedical or other related field.
- 10 years of experience and proven track-record of P&L and commercial management responsibility within the pharmaceutical industry
- Proven sales and marketing management skills. P&L or Unit Accountability.

- Strong understanding of country regulatory and market environments
- Strategic approach and high learning agility. Able to think innovatively. Strong analytical skills and business acumen, able to bring outside-in perspectives.
- Structured and organized, hands-on and detail oriented.
- Able to engage with senior customers and lead by influence. Courage and speak up.
- Resilient, results-oriented, calm under pressure. Excellent communicator, culturally adaptive, can work effectively across different levels within the matrix
- People Leadership.

Skills:

- Agility.
- Asset Management.
- Business Development.
- Business Strategy.
- Commercial Excellence.
- Cross-Functional Collaboration.
- Customer Orientation.
- Digital Marketing.
- Go-To-Market Strategy.
- Healthcare Sector Understanding.
- Influencing Skills.
- Inspirational Leadership.
- Key Account Management.
- Market Access.
- Market Share.
- Market Trend.
- Marketing Strategy.
- Negotiation Skills.
- People Management.
- Priority Disease Areas Expertise.
- Product Launches.
- Product Lifecycle Management (PLM).
- Profit And Loss (P&L).
- Sales.
- Selling Skills.
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Partnerships.
- Value Propositions.

Languages :

- English.

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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部门

International

Business Unit

General Management

地点

Singapore

站点

Mapletree Business City (MBC)

Company / Legal Entity

SG90 (FCRS = SG015) Novartis Asia Pacific Pharmaceuticals Pte. Ltd

Functional Area

Commercial & General Management

Job Type

Full time

Employment Type

Regular

Shift Work
No

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