

## Executive Director Marketing Strategy - Neurodegeneration / Huntington 's Disease

Job ID  
REQ-10070539

2月 11, 2026

USA

### 摘要

This position will be located at the East Hanover site and will not have the ability to be located remotely. This position will require 20% travel as defined by the business (domestic and/ or international).

-Responsible for leading and managing the full spectrum of marketing for brand(s) or brand indication(s), including marketing strategy, analysis, budget and resource management with multiple global, regional and country stakeholder relationships. Contributes to the development and execution of the strategic business plan, tactical program development and implementation, and ROI assessment.

### About the Role

Novartis is a global company that combines medical science and digital technology to provide life-changing medicines to millions of people. We offer numerous opportunities for growth and development, including global and local cross-functional careers and a wide range of learning programs. Our strong pipeline of medicines ensures continued business growth and enables us to bring innovative treatments to patients quickly.

#### Job Purpose:

The Executive Director, Marketing Strategy - Neurodegeneration / Huntington's Disease will be responsible for setting the marketing strategy and guiding execution across HCP, Patient/DTC, Peer to Peer & Congresses for Neurodegeneration within the Neuroscience TA. Responsibilities include defining insights and marketing strategy for the indication and future pipeline assets within the Neurodegeneration pillar. You will ensure marketing strategy and concepts are effectively orchestrated into human centric campaigns, behavioral strategies and experiences ladder up to the overall product strategy. You will serve as marketing single point of contact (SPOC) on the Integrated Product Strategy Team (IPST) and will partner closely with cross-functional team members to deliver the marketing strategy.

#### Key Responsibilities:

- Develop a cohesive and integrated marketing strategy and execution plan, including campaigns, grounded in deep human insight, aligned the overall product strategy
- Partner with CXPO team to create customer-centric experiences rooted in human insights
- Partner with Content Lab to develop break-through content that resonates with target audiences
- Translate in-market data signals to actions that lead to behavior change
- Drive best in class digital marketing strategies that align to brand goals and maximize business results and ensure digital plans are appropriately implemented and optimized
- Identify opportunities to flex resources within the team to meet evolving business needs optimizing reach, relevance, ROI and brand impact.
- Foster a high performing team that proactively and effectively interfaces across key functions to achieve the product strategies and objectives

#### Essential Requirements:

##### What you'll bring to the role:

Education: Bachelor's degree in a related field is required; Master of Science, and/or MBA preferred

##### Experience:

- Minimum of 10 years of experience in commercial Marketing with multi-functional experience in

Pharma or Healthcare preferred, including demonstrated experience in leveraging data, analytics, and customer insights to drive personalization at scale

- Experience in driving high performing brands in highly competitive categories within the US; recent launch experience in specialty treatments and or rare diseases strongly preferred
- Demonstrated ability to build strong business collaborative relationships with various stakeholders and work effectively on a team
- Transformational Leader with strategic experiences to transform the business into next generation engagement
- Track record of fostering high performing teams
- Excellent written and oral communication skills with the ability to effectively communicate complex ideas and information to a range of audiences and stakeholders
- Ability to develop and deliver resources / programs / tactics on time, on scope, on budget, with strong financial acumen
- Detail-oriented with the ability to manage multiple tasks, priorities, and deadlines

The salary for this position is expected to range between \$236,600.00 and \$439,400.00 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.

To learn more about the culture, rewards and benefits we offer our people click [here](#).

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  
Marketing

地点  
USA

状态  
New Jersey

站点

East Hanover

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

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

```
function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||  
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =  
document.getElementById("kulturaplayer6991c458d8a80817577425"); var mediaContainer =  
mediaElement.closest('.nc-kaltura-media'); var originalWidth = "1200px"; var originalHeight = "674px";  
var originalWidthValue = parseFloat(originalWidth); var originalHeightValue =  
parseFloat(originalHeight); var mediaType = "video"; var isResponsive = false; // Get computed styles  
of the container element. var parentStyles = window.getComputedStyle(mediaContainer); var  
finalWidth = parseFloat(parentStyles.width); if (finalWidth < var config = { targetId:  
"kulturaplayer6991c458d8a80817577425", provider: { widgetId: "10m7rm1pm", partnerId:  
"2076321", uiConfd: "55802022" }, playback: { autoplay: false, autopause: false,  
allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: { download: {  
disable: true }, "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 } }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu: false },  
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',  
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:  
KalturaPlayer.ui.components.Remove } ] } }; config.plugins.preventSeek = { preventSeekForward:  
false, preventSeek: false }; config.plugins.floating = { disable: true }; config.plugins.navigation = {  
position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; config.plugins['playkit-  
js-hotspots'] = { disable: true }; config.plugins['playkit-js-moderation'] = { disable: true };  
config.plugins['playkit-js-info'] = { disable: true }; config.plugins.share = { disable: true };  
config.ui.uiComponents = []; 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: "1_dgfvmafo"}); setTimeout(() => { setupAutoPause(kalturaPlayerVideos); }, 500); function setupAutoPause(players) { players.forEach((currentPlayer) => { currentPlayer.addEventListener('play', () => { players.forEach((otherPlayer) => { if (otherPlayer !== currentPlayer && typeof otherPlayer.pause === 'function') { otherPlayer.pause(); } }); }); }); } } catch (e) { console.error(e.message) }
```



**VIDEO**

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