

## Head of Marketing - Oncology

Job ID  
REQ-10072991

3月 09, 2026

Brazil

### 摘要

The Head of Marketing - Oncology is accountable for the end to end commercial strategy and execution for one/more priority Oncology brand, including pre launch, launch, and in market optimization.

This role leads the Brand Management team, ensures launch excellence, and acts as the single point of accountability for translating strategy into impact, working in close partnership with Medical, Market Access, Sales, and Global teams.

### About the Role

#LI-Hybrid

Location: S ã o Paulo, Brazil

This role is based in Sao Paulo, Brazil. Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

Key responsibilities:

- Own the integrated brand strategy across its lifecycle
- Translate global brand direction into a locally relevant, executable strategy
- Lead lifecycle planning including new indications, line extensions, and data milestones
- Lead end to end launch readiness including: Pre launch strategy and critical path planning
- Cross functional launch governance and milestones
- Readiness of field, medical, access, and supply interfaces
- Ensure strong alignment on target patient, treatment paradigm, and adoption drivers Monitor and course correct launch performance post launch
- Lead and develop Brand Managers, setting clear priorities and ensuring high standards of strategy, execution, and compliance
- Act as the single brand integrator across Marketing, Medical, Market Access, Sales, Digital, and Regulatory
- Drive launch excellence and in market execution through strong cross functional alignment and field readiness

Key responsibilities:

- Deep understanding of Specialty Care / private (non-retail) market dynamics and access drivers
- Strong external engagement with HCPs and key non-HCP decision makers (accounts/payers)
- Ability to foster collaboration amongst cross functional team
- Experience with successful launches
- Cross-functional leadership and execution with Marketing, Access, MSLs, and Sales.
- Understanding of the Brazilian Health Care Ecosystem
- Leading teams
- Ability to create strong trusting relationship with team and key stakeholders
- Strong influencing and negotiation skills
- Comfort with ambiguity- Builds trust, influences/negotiates effectively, and drives a psychologically safe environment
- Fluent in English and Portuguese

Desirable Requirements:

- Therapeutic area expertise: Oncology/Hematology preferred (breast/prostate).

Why Novartis: Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

You ' ll receive: Competitive salary, annual bonus, life insurance, home office policy (home office 2x a week), retirement and wellbeing plans, flexible working arrangements, birthday day-off, parental leave, subsidized dining facilities, health insurance, employee recognition platform, Gympass, employee resource groups and virtual self-development tools.

If you want to learn more about our benefits, you can access the Novartis Life Handbook:  
<https://www.novartis.com/careers/benefits-rewards>

Commitment to Diversity and Inclusion: Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Careers: <https://www.novartis.com/careers>

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 \(PDF 30 MB\)](#)

部门  
International

Business Unit  
Marketing

地点

Brazil

站点

Santo Amaro

Company / Legal Entity

BR03 (FCRS = BR003) NOVARTIS BIOCIENCIAS S.A

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("kalturaplayer69b371ce8694b258653279"); 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 < originalWidthValue) {
var config = { targetId:
"kalturaplayer69b371ce8694b258653279", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "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 };
```

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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 } };
```

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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"}); setTimeout(() => {  
setupAutoPause(kalturaPlayerVideos); }, 500); function setupAutoPause(players) {  
players.forEach((currentPlayer) => { currentPlayer.addListener('play', () => {  
players.forEach((otherPlayer) => { if (otherPlayer !== currentPlayer && typeof otherPlayer.pause ===  
'function') { otherPlayer.pause(); } }); }); }); } catch (e) { console.error(e.message) }
```



**VIDEO**

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representative of the patients and communities we serve.

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