

Assistant Strategy Manager (CRM)

Job ID
REQ-10073731

3月 13, 2026

Taiwan

摘要

#LI-Hybrid

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

This role is responsible for defining and driving product strategy in alignment with local leadership and Global Marketing, and for executing associated tactical plans and projects. In parallel, the role will lead key account management at the local level, building and managing strategic partnerships to achieve sales objectives. The position requires developing a deep understanding of customer and patient challenges, and translating these insights into tailored solutions that enhance patient care and business outcomes.

This role reports to the Sales Head.

About the Role

Key Responsibilities:

- Lead the development of brand strategies, tactical plans, and strategic content for Integrated Brand Teams and Launch Teams, providing forward looking analysis and identifying key growth programs for priority accounts.
- Execute, monitor, and analyze agreed tactical plans to drive brand growth, ensuring timely course correction based on performance and market dynamics
- Lead the development and execution of promotional activities in full compliance with internal SOPs, Code of Conduct, and regulatory requirements.
- Manage brand and account budgets, forecasts, and expenses; evaluate marketing mix effectiveness to optimize return on investment and resource allocation.
- Continuously analyze market trends, product performance, and competitive landscape, translating insights into actionable strategies for key accounts.
- Drive sales and commercial objectives in designated key accounts by developing and executing customer development strategies and KAM action plans.
- Identify and engage key stakeholders (KOLs, OLs, centers) through structured stakeholder mapping, segmentation, and profiling; organize customer programs and events in collaboration with Marketing and Medical teams.
- Partner closely with Marketing, Medical, and other functions to maximize impact, while ensuring timely reporting of adverse events, technical complaints, and compliant sample distribution where applicable.

Requirements:

- Minimum 3 years of field customer engagement experience, with mandatory hospital exposure; portfolio management experience is required, and multi disease or multi product experience is preferred
- Proven experience in key account management, including customer strategy development, contract preparation, and negotiation
- Strong ability to generate market and customer insights and translate them into effective commercial and brand strategies.
- Demonstrated leadership capability, including project or initiative ownership, with strong cross functional collaboration skills.
- Proven track record in operations management and project management within a complex, regulated environment
- High change agility with the ability to respond quickly to evolving business needs and market conditions

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

Sales

地点

Taiwan

站点

Taipei

Company / Legal Entity

TW03 (FCRS = TW003) Novartis (Taiwan) Co. Ltd

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("kalturaplayer69b3f93757338721813203"); var mediaContainer =
```

```
mediaElement.closest('.nc-kultura-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:
"kalturaplayer69b3f93757338721813203", 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 };
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 kulturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof
kulturaPlayerVideos !== 'undefined') { kulturaPlayerVideos.push(kulturaPlayer); } else { var
kulturaPlayerVideos = []; kulturaPlayerVideos.push(kulturaPlayer); } // Load the Player for other
media. kulturaPlayer.loadMedia({entryId: "1_dgfvmafo"}); setTimeout(() => {
setupAutoPause(kulturaPlayerVideos); }, 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

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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