

## Executive Director, Portfolio & Product Strategy Theranostics

Job ID  
REQ-10074613

4月 01, 2026

USA

### 摘要

The Executive Director, Product Strategy Lead (PSL) will lead the creation, implementation, orchestration and measurement of the integrated product strategies for an indication of a product within a given therapeutic area in the US, under the leadership of a General Manager for the Product or Portfolio. This individual will contribute to the key decision making for maximizing the impact of the product under their remit while actively and appropriately managing resource allocation across multiple teams, and multiple functions. This will be done in consultation with various teams and functions, including Marketing, Sales, Novartis Patient Support, Market Access, Insights and Decision Science and Medical about their respective strategies, plans and proposed resourcing. This leader will impact the Novartis legacy in his/her responsibility for accelerating impact in the product/while leading through a business-critical transformation.

This role will contribute to the management of the full P&L for the assigned product, under the final leadership of the General Manager for the Product or Portfolio and will partner closely with functional heads for decision-making of resource allocation to deliver the most accelerated impact for the product.

This leader will be a key member of the General Manager team in the Integrated Product Strategy

Organization and is expected to demonstrate accountability for the assigned product or indication and responsibility for broader enterprise leadership in their decisions and engagement across the US Pharma organization.

This leader has a passion for transformational enterprise leadership, decisive strategy in service of delivering higher impact for patients, customers, healthcare systems with higher quality, speed and agility. Additionally, this leader will be responsible for ensuring that customer engagement and relationship building are factored into the product/ indications' strategic approach and performance metrics to optimize the approach and identify potential areas of risk.

## About the Role

### Key Responsibilities:

- Perform strategic assessments of select competitor activities, including market situation analysis, strategic forecasting, strategic and operational benchmarking, articulation of implications and drive development of a cross-functional competitive response plan in legal and compliant manner.
- Monitor/benchmark strategic plans and key developments of competitors to provide early warning for potential threats and opportunities for successful implementation of prioritized critical initiatives and tactical plans.
- Proactive surveillance of core Disease Area healthcare & macroeconomic environment including policy, regulatory, health technology to identify threats and opportunities relevant to planning initiatives in the US and identify business critical trends in advance to drive portfolio growth in the future.
- Drive the design and execution of competitive planning initiatives (competitive simulations) for key products subject to significant competitive events. Ensure the effective implementation and integrity of all competitive and business intelligence activities such as primary research, and other appropriate intelligence gathering and analysis projects through timely and appropriate coordination with team members and external vendors.
- Lead strategic planning for lifecycle management (LCM) across the Therapeutic Area portfolio with focus on maximizing the long-term value of our assets
- Work closely with cross-functional teams including Medical Affairs, Development, Strategy & Growth, Novartis Technical Operations, Regulatory, Finance, Supply Chain, Trade and Market Access to ensure realization of LCM priorities. Proactively address/manage risks and issue escalation. Ensure close coordination with peers and key matrix partners, on forecasts and cost projections and appropriate coordination with team members, and external vendors
- Liaison with key cross-functional partners such as Market Access, Medical, BD&L, M&A, Biomedical Research, Development and S&G teams to develop US go/no-go position and critical success factors on pipeline assets
- Inform commercial implications to early asset development plans, as well as drive development of US-centric commercialization strategy for assets in later stages (pre-FDP) to inform strategic product profile development and ensure transition to established IPSTs as appropriate.
- Strong relationship with International TA to ensure that commonalities can be maximized, and differences can be elevated for appropriate discussion.
- Develop center of excellence capabilities within the team

## Essential Requirements:

### Education (minimum/desirable):

Bachelor's Degree is required in relevant area, MBA or advanced degree preferred

### Required:

- Minimum 10 years of commercial experience with multiple functional experience (ideally including new products/ pipeline/ lifecycle management) in a pharmaceutical, biotech, healthcare, or consulting environment, inclusive of at least 2 different types of cross-functional roles/experience
- Recent US Market experience with launch and various product lifecycle stages
- Experience partnering with Medical Affairs and Development to inform strategic choices
- Highly motivated individual who can work with a high degree of autonomy, in a dynamic environment applying creative problem-solving skills and industry knowledge.
- Possess a portfolio approach and experience uncovering and implementing innovative strategies in a competitive marketplace.
- Ability to be a leader and proactive custodian for consistent competitive readiness excellence

### Desirable Requirements:

- Experience in multiple therapeutic areas preferred
- Experience with Insights & Analytics and/or Market Access a plus
- Ability to influence, communicate effectively and engage confidently with senior level leaders, including ECN, USLT and SVP
- Able to work in a highly complex, ambiguous and dynamic environment with high visibility and tight timelines

### Novartis Compensation Summary:

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  
General Management

地点  
USA

状态  
New Jersey

站点  
East Hanover

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

Functional Area  
BD&L & Strategic Planning

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

```
var config = { targetId: "kalturaplayer69ce6ee098f64599161599", provider: { widgetId:
"10m7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause:
false, allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: {},
sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
showSpeedMenu: false }, css : "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css",
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(KalturaPlayer.plugins["transcript"]) { config.plugins["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 }; } if (KalturaPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
```

```
config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; } if (KalturaPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if (KalturaPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if (KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if (KalturaPlayer.plugins["googleAnalytics"]) { 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"}); } catch (e) { console.error(e.message) }
```

Job ID  
REQ-10074613

Executive Director, Portfolio & Product Strategy Theranostics

[Apply to Job](#)



Job ID  
REQ-10074613

Executive Director, Portfolio & Product Strategy Theranostics

[Apply to Job](#)

---

Source URL:

<https://www.novartis.com.cn/careers/career-search/job/details/req-10074613-executive-director-portfolio-product-strategy-theranostics>

List of links present in page

1. <https://www.novartis.com/sites/novartis.com/files/novartis-life-handbook.pdf>
2. <https://www.novartis.com/about/strategy/people-and-culture>
3. <https://www.novartis.com/sites/novartis.com/files/novartis-life-handbook.pdf>
4. <mailto:us.reasonableaccommodations@novartis.com>
5. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/East-Hanover/Executive-Director--Portfolio---Product-Strategy-TheragnosticsREQ-10074613-2>
6. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/East-Hanover/Executive-Director--Portfolio---Product-Strategy-TheragnosticsREQ-10074613-2>