

Integrated Insights Business Partner

Job ID
REQ-10075573

4月 08, 2026

Mexico

摘要

Act as the strategic “front door” for Therapeutic Areas (TAs) and Value & Access (V&A) to translate business priorities into Key Business Questions (KBQs), research needs and analytical outputs, ensuring insights are decision-ready and actionable. The role bridges strategy with execution by orchestrating insight generation (primary/secondary MR, competitive intelligence) and aligning deliverables with the Data, Analytics & Platforms (DAP) pillar for scalable reporting, dashboards and analytics tools.

About the Role

Number of associates: Individual contributor (may coordinate vendors / cross-functional teams)

Financial responsibility:

Decision making:

- Prioritizes local insights, analytics requests, dashboards and platform requirements based on business needs, recommending “must-answer” questions for cycles (Business Review/QBRs, Brand Plans, launches, scenario planning).
- Recommends research approaches, data sources and analytical methods aligned with governance and international standards.
- Support insights planning and ensure reuse of existing international research via knowledge platforms before launching new studies.

External/internal stakeholders Interface:

TA & Marketing Heads, V&A Leads, Finance, Customer Excellence, DAP/DDIT, BSI/International Insights Ops, external MR/data vendors.

Impact on the organization

Enables insight-driven decisions for TAs and V&A by delivering integrated market understanding and scenario-based guidance, increasing planning quality, launch readiness and commercial effectiveness, while reducing duplication through reuse of existing knowledge and scalable analytics delivery via DAP.

Major Accountabilities

Insight Generation & Market Understanding

- Lead the integrated insights agenda for assigned TAs
- Generate and synthesize insights from primary/secondary market research and competitive intelligence.
- Drive market research planning: patient journey mapping, segmentation inputs, market sizing, drivers/barriers, ecosystem and payer insights.
- Ensure efficiency by reusing existing international research/knowledge platforms before initiating new PMR; act as facilitator for internationally driven PMR.

Forecasting, Scenario Planning & Growth Opportunities

- Partner with Finance and TAs to build scenario plans, assess growth opportunities, and align on assumptions (“one unified view” across functions).
- Translate strategy into measurable KPIs and define what DAP needs to collect, visualize and monitor.

Orchestration with DAP

- Convert business questions into analytics briefs and requirements for DAP (dashboards, data products, reporting cadences), ensuring clear definition of done and decision use.

Coordinate vendor briefings (MR/data acquisition) in collaboration with TAs and Procurement teams, and ensure timely delivery, quality checks and stakeholder-ready storytelling.

Stakeholder Partnership & Governance

- Maintain strong stakeholder engagement, ensuring transparency of priorities, timelines and trade-offs.
- Operate within Excellence and Execution pillars: enable execution excellence, promoting collaboration and cross functional projects.

Key Performance Indicators

- Decision Enablement: Support key TA / Value & Access decisions (e.g., One Brand Plan, Forecast, Scenario Planning, Launch Readiness) explicitly supported by Integrated Insights outputs.
- Quality of Key Business Questions (KBQs): Proportion of initiatives entering Data, Analytics & Platforms with clearly defined, prioritized KBQs and a documented “decision to be enabled,” minimizing rework and misalignment.
- Adoption of Insights & Recommendations: Insights and recommendations that are adopted or translated into concrete actions by TA / Value & Access stakeholders.
- Forecasting & Scenario Alignment: Level of cross-functional alignment (TA, Finance, V&A) on forecast assumptions, scenarios, and interpretations, measured through reduced iterations and timely cycle completion.
- Execution Bridge Effectiveness (Insights → DAP): Effectiveness in translating business priorities and KBQs into clear analytical briefs, resulting in on-time, fit-for-purpose delivery by Data, Analytics & Platforms teams.

Ideal Background

Education: Business, Life Sciences, Economics, Engineering, Data/Analytics or related. Languages: English + local language desirable. Experience/Professional Requirement:

- Experience in integrated insights, market research, analytics, forecasting/scenario planning in regulated industries.
- Proven ability to translate business priorities into KBQs and decision-ready narratives; vendor coordination is a plus

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部门

International

Business Unit

Marketing

地点

Mexico

站点

INSURGENTES

Company / Legal Entity

MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

```
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```

```

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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) }

```

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Accessibility and accommodation

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