

Commercial Portfolio Head

Job ID
REQ-10075803

4月 15, 2026

Colombia

摘要

- Responsable de una configuración e implementación de una estrategia de marca consistente y multifuncional, para todos los activos que se han movido de TA Global a Internacional hasta la entrega a IBBI. Evolucionar a las primeras estrategias de marca creadas a nivel mundial, como las Estrategias Integradas de Producto (IPS) en un plan de lanzamiento competitivo y verdaderamente multifuncional que sea adecuado para los mercados centrales de IMI y establezca una base para el éxito del lanzamiento para los próximos éxitos de taquilla de Novartis. (Internacional)
- Apoya las decisiones estratégicas y multifuncionales para iniciativas estratégicas internacionales y por encima de la marca, incluidas las asociaciones, la formulación de políticas y para los activos lanzados, monitorear y responder a los principales eventos y desarrollos del panorama competitivo. (Internacional)
- Estrecha interacción con los principales mercados de IMI, colaboración con los equipos de MAP y CE&E para dar forma a los entregables de lanzamiento y experiencias de clientes / viajes y campañas / contenido relevantes para TA para los principales mercados de IMI, y con la contraparte de IMUS para garantizar un posicionamiento de marca consistente en todo el mundo. (Internacional)
- Lidera, gestiona y desarrolla el rendimiento general de la cartera de productos actuales y futuros de los TA y entrega ventas y ganancias dentro de los presupuestos acordados. (Región/cluster/países)
- Lidera y desarrolla un equipo de ventas y marketing de alto rendimiento y construye relaciones

comerciales efectivas y duraderas con clientes / partes interesadas clave. (Región/cluster/países)
-Por lo general, lidera una organización de ingresos de un país muy pequeña, que cubre tanto las actividades de ventas como de marketing, con la responsabilidad de impulsar el rendimiento y desarrollar la estrategia operativa de una cartera de productos específica. (Región/cluster/países)

About the Role

Major accountabilities:

(Region/cluster/country)

- Accountable for delivering the TA sales, market share, and profitability to meet or exceed budget targets.
- Defines, develops and oversees short and long-term strategic marketing (and sales) plans in line with regional & global marketing strategy.
- Monitors market trends, sales and product performance, conducts regular reviews against plans and takes corrective action as required.
- Responsible for the budget and financial performance of the unit.

(Launch and Execution)

- Lead the launch readiness strategic plan of current and future brands in the key markets/regions.
- Drive country brand performance discussion and assess excellence in execution within prioritized markets, leveraging standardized KPIs across TAs.
- Active monitoring of key market events, HCP insights and competitive landscape to aid creating robust strategies and tactics.
- Develop & implement a cross-functional TL (thought leader) engagement strategy for the launch of new indications
- Accountable for overall commercial budget and alignment with cross functional team.
- Build a cross-functional “One Brand Plan” derived market opportunity assessment, stakeholders value drivers, competitive assessment and integrated insights.
- Lead without direct authority a “one-team” cross functional mindset role-modelling clear expectations on focused prioritization for co-created with priority markets and cross functional partners.
- Continuous engagement with priority markets and Regions to provide guidance on the strategic direction and collect external insights.
- Active and influencing collaborator to pipeline teams on behalf of commercial providing input into early commercial opportunities, clarify best clinical development plan that leads to optimal value.
- Provide strategic input into clinical development plan at the GPT meetings to ensure a path to commercialization for future indications and pipeline assets.
- Key member of critical strategic boards that evaluate business development opportunities, assess and refine strategies, and optimize LCM (eg. RDC).
- Ensure strong leadership and guidance on all commercial execution excellence requirements,

ICE, field execution, FF messaging, targeting, call plan etc...

- Ensure adherence to all internal, external codes and ethics requirements.
- Ensures alignment to all Ethics, Risk & Compliance policies and manage key processes.
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt.
- Distribution of marketing samples (where applicable)

Key performance indicators:

- Maximization of launch readiness and portfolio value/ growth of key assets for key markets
- Financial & Business results (Revenue growth, Profitability, Market share)
- Strategy/Market Focus (Resource allocation, Long-term BU strategy and planning, Market access effectiveness/impact, Novartis market reputation)
- Operational Excellence (Delivery against development milestones, Product launch success)
- People, Capabilities, and Management (Our Voice survey, Talent development, talent acquisition, Culture, D&I KPIs, Succession Plans strength, High profile turnover, Code of Ethics)

Minimum Requirements:

Work Experience:

- P&L or Unit Accountability
- People Leadership

Skills:

- Agility
- Asset Management
- Business Development
- Business Strategy
- Commercial Excellence
- Cross-Functional Collaboration
- Customer Orientation
- Digital Marketing
- Go-To-Market Strategy
- Healthcare Sector Understanding
- Influencing Skills
- Inspirational Leadership
- Key Account Management
- Market Share
- Market Trend
- Marketing Strategy
- Negotiation Skills
- People Management
- Priority therapeutic areas Expertise
- Product Launches

- Product Lifecycle Management
- Profit And Loss (P&L)
- Sales
- Selling Skills
- Stakeholder Engagement
- Stakeholder Management
- Strategic Partnerships
- Value Propositions

Languages:

- English

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

General Management

地点

Colombia

站点

Bogota (Pharmaceuticals / GDD / NTO / CTS)

Company / Legal Entity

CO01 (FCRS = CO001) Novartis de Colombia S.A

Functional Area
Commercial & General Management

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
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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"]) {
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config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
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false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins["playkit-js-hotspots"] = { disable: true }; }
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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: "1dgfvmafo"}); } catch (e) { console.error(e.message) }
```

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