

## TA Access Strategy & HEOR Head

Job ID  
REQ-10077305

5月 05, 2026

Romania

### 摘要

#LI-Hybrid  
Location: Bucharest, Romania

The TA Access Strategy & HEOR Head leads the development and implementation of integrated, market-specific access and pricing strategies across the product lifecycle. The role ensures timely, sustainable, and differentiated patient access to Novartis medicines by shaping value strategies, aligning evidence and payer needs, and guiding cross-functional teams and external stakeholder engagement.

### About the Role

### Key responsibilities

- Develop and drive integrated access and pricing strategies across the lifecycle for pipeline

and in-market assets, aligned with market dynamics and business priorities.

- Provide value and access input into target product profiles, indication sequencing, and early asset decisions to maximize long-term access and reimbursement outcomes.
- Define pricing, contracting, and negotiation strategies to support optimal launch, lifecycle, and revenue optimization.
- Shape and articulate value propositions, access ambitions, and positioning based on payer evidence requirements and healthcare system insights.
- Lead cross-functional coordination across Commercial, Medical, HEOR/HTA, Regulatory, Policy, and Field teams to ensure aligned access strategy execution.
- Build and maintain strong relationships with payers, health authorities, and system stakeholders, representing Novartis in negotiations and policy discussions.
- Drive pipeline and early access strategies, guiding clinical evidence needs, endpoints, comparators, and opportunity assessments.
- Lead lifecycle access activities including HTA submissions, renewals, line extensions, pricing reviews, and contract renegotiations.
- Translate market, policy, and stakeholder insights into strategic recommendations and ongoing strategy refinement.
- Build a high-performance access organization by developing talent, strengthening succession, and role-modeling Novartis leadership behaviors.

## Requirements

- University degree in life sciences, health economics, public health, business, or related field with 7-10+ years of experience in market access, pricing, HEOR/HTA or related areas; advanced degree preferred; fluency in English and local language (Romanian) required.
- Proven track record of developing and executing integrated access and pricing strategies for innovative medicines.
- Experience engaging with payers, HTA bodies, and health authorities across access and reimbursement processes.
- Strong understanding of healthcare systems, reimbursement pathways, and policy dynamics.
- Demonstrated ability to influence senior internal and external stakeholders in complex, matrix environments.
- Experience shaping early access strategies, clinical evidence requirements, and lifecycle submissions.
- Strong analytical capabilities including value modeling, scenario analysis, and evidence synthesis.
- Excellent negotiation, stakeholder management, and cross-functional leadership skills.
- Clear communicator able to translate insights into compelling value stories and strategic recommendations.

### Commitment to Diversity & Inclusion:

We are committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

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

Romania

站点

Bucuresti

Company / Legal Entity

RO07 (FCRS = RO007) NOVARTIS PHARMA SERVICES ROMANIA S.R.L

Functional Area

Market Access

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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(KalturaPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
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[]; if (KalturaPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {};
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config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } }; }

```

```

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kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var
kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other
media. kalturaPlayer.loadMedia({entryId: "1dgvmafo"}); } catch (e) { console.error(e.message) }

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