

Integrated Insights Business Partner

Job ID
REQ-10077349

7月 01, 2026

Romania

Available in: English

摘要

#LI-Hybrid
Location: Bucharest, Romania

The Integrated Insights Business Partner is a country-level role within the Integrated Insights pillar of Execution Excellence. The role transforms data into actionable insights to support Commercial and Value & Access decision-making for assigned Therapeutic Areas, bridging strategy and execution through high-quality analytics, market research, and forecasting support delivered within Execution Excellence guardrails.

About the Role

Key responsibilities

- Act as the primary Integrated Insights partner for assigned Therapeutic Areas and/or Value & Access, consolidating and shaping business questions into clear insight and analytics requests.
- Translate TA and V&A strategies into actionable insight plans, partnering with Data, Analytics & Platforms and external vendors for delivery.
- Plan, coordinate and execute primary and secondary market research, including patient journeys, segmentation, positioning, ecosystem mapping and competitive intelligence.
- Integrate internal KPIs and external data sources to generate holistic insights on market, customer, brand and campaign performance.
- Ensure effective reuse of existing international and local research assets through knowledge management platforms to avoid duplication.
- Prepare and maintain TA and V&A market assumptions for forecasting, partnering with Finance, TA and Access teams to ensure alignment.
- Provide insight inputs to forecasting, scenario planning, incentive target setting and growth opportunity assessments.
- Support Value & Access decision-making through payer and access-oriented insights, research and data analysis.
- Conduct in-depth data analysis to identify performance trends, opportunities and risks across markets, customers and competitors.
- Develop clear reports, dashboards and presentations, translating complex data into decision-ready insights and recommendations.

Requirements

- Bachelor ' s degree in life sciences, business, economics or market research with 8+ years of relevant experience in insights, analytics, market research or commercial strategy roles in pharmaceuticals or healthcare; advanced degree preferred; fluency in English and local language required (Romanian).
- Strong experience in integrated insights, including primary and secondary market research, business analytics, competitive intelligence and forecasting.
- Demonstrated exposure to Therapeutic Area and/or Value & Access planning in a cross-functional environment.
- Proven ability to synthesize complex data into clear, integrated, and business-relevant insights.
- Strong commercial and strategic mindset with the ability to challenge and influence senior stakeholders.
- Hands-on experience with analytics and data tools, including dashboards and data management solutions.
- Excellent data storytelling, presentation, and communication skills.
- Good understanding of regulatory and compliance requirements in market research, including adverse event reporting.
- Ethical mindset aligned with Novartis values and standards.

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 \(PDF 30 MB\)](#)

Primary location salary range
L188,160.00 - L349,440.00

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
Marketing

Job Type
Full time

Employment Type

Regular

Shift Work

No

```
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"kalturaplayer6a44d3954a1cc440478419", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop:
false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options:
{}}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu:
false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets:
['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
kPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(kPlayer.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 (kPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation =
{ position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if
(kPlayer.plugins["hotspots"]) { config.plugins["playkit-js-hotspots"] = { disable: true }; } if
(kPlayer.plugins["moderation"]) { config.plugins["playkit-js-moderation"] = { disable: true }; } if
(kPlayer.plugins["info"]) { config.plugins["playkit-js-info"] = { disable: true }; } if
(kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if
(kPlayer.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 } }; }
```

```
// Ensure the global player registry array always exists, regardless of embed type.
window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var thumbEmbedPromise =
thumbnailEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // thumbnailEmbed() returns a
Promise that resolves with the player instance // when the user clicks the thumbnail. Use .then() to
capture the player directly. thumbEmbedPromise .then(function(player) {
window.kalturaPlayerVideos.push(player); // Notify kalturadatalayer.js that a new player is ready so
it can // attach custom event listeners immediately, regardless of when // the user clicked the
thumbnail relative to page load. document.dispatchEvent(new CustomEvent('kalturaPlayerReady', {
detail: { player: player } })); }) .catch(function(error) { console.error(error); }); } catch (e) {
console.error(e.message) }
```

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