

## Key Account Executive

Job ID  
REQ-10078554

6月 22, 2026

Hong Kong Special Administrative Region, China

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### 摘要

经验丰富的销售专业人员负责实现特定帐户的销售目标。负责为指定客户群制定和实施销售/业务计划，或实施特定的销售计划，以有效支持患者旅程并正确定位诺华及其品牌。

### About the Role

#### Major Accountabilities

- 负责推动指定客户的销售、推广和发展，实现商业目标
- 制定客户发展战略，为分配的客户制定专门的 KAM 行动计划，调整客户目标并执行。
- 与主要客户建立和发展长期关系。全面了解关键客户需求和要求。
- 通过不断提出满足其需求和目标的解决方案，扩大与现有客户的关系。

- 领导战略和个人战术计划的制定,并在分析未来潜力和账户所需的关键计划方面提供战略投入
- 准备和谈判合同,并指导公司针对特定客户启动的举措
- 根据商定的业务战术计划,独立组织客户活动和其他计划,或与营销/医疗部门合作
- 协助利益干系人进行映射,包括细分和分析,为诺华 CRM 系统提供准确及时的数据。
- 负责为指定的客户群制定和实施销售/业务计划。
- 可以管理一些直接下属
- 收到后 24 小时内报告与诺华产品相关的技术投诉/不良事件/特殊情况
- 营销样本的分发适用)

## Key Performance Indicators

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## Work Experience

跨国公司的销售经验  
关键客户管理经验  
有团队管理经验者优先

## Skills

账户管理  
生物仿制药  
商机  
业务规划  
竞争情报  
CRM(客户关系管理)  
客户需求  
大客户管理  
市场占有率  
促销营销)  
销售  
销售管理  
销售规划  
销售策略

## Language

英语

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

Hong Kong Special Administrative Region, China

站点

Hong Kong

Company / Legal Entity

HK02 (FCRS = HK002) Novartis Pharma

Functional Area

Sales

Job Type

Full time

Employment Type

正式销售 )

Shift Work

No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a478bf8d3932843541258", 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: "1dgvfmafo"}}); // 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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