

## Lifecycle Management Senior Manager

Job ID  
REQ-10079192

6月 09, 2026

China

### 摘要

Lifecycle Management

### About the Role

Major accountabilities:

- Build LoE excellence, tracking and preparing brand for LoE with tailored strategies
- Onboard brands from TAs by coordinating the transition of brands into the portfolio, ensuing seamless transfer and streamlining of assets, budgets, analytics, and engaging key stakeholders for a smooth handover
- Collaborate with TA/Commercial partnership Team to Identify and apply most suitable late LCM strategy, implement tactics to sustain brand value and minimize post-LoE erosion.
- Analyze the LoE brand 's best practice in the industry and prepare Business model proposal for LT for the LoE erosion brands from TA (promotion Vs carryover Vs Partnership)

## Key performance indicators:

- LoE readiness planning (guidebook development) and quality of tailored strategies
- Brand onboarding / transition effectiveness from TAs
- Late LCM strategy execution and post-LoE erosion management
- Quality and timeliness of business model proposals for leadership decisions
- Usefulness of industry best-practice analysis for portfolio strategy

## Minimum Requirements:

- Bachelor's degree or above in business, pharmaceuticals, medicine, or a related field.
- 8+ years of experience in the pharmaceutical, healthcare, business consulting background is a preference
- Demonstrated experience in preparing brands for loss of exclusivity (LoE), business transition planning, and identifying strategies to sustain brand value and mitigate post-LoE erosion.
- Strong analytical and strategic thinking skills, with experience evaluating market and industry best practices and developing business model recommendations for leadership decision-making.
- Proven ability to work cross-functionally with TAs, commercial partnerships, market access, regulatory, and enabling functions to drive execution in a compliant and results-oriented environment.

## Languages :

- Mandarin, fluent English is a must

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International

Business Unit  
Marketing

地点  
China

站点  
Shanghai (Shanghai)

Company / Legal Entity  
CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

```
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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"]) {
```

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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 } }; }
```

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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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