

## Integrated Insights Head

Job ID  
REQ-10079910

6月 08, 2026

United Kingdom

### 摘要

#LI-Hybrid

As Integrated Insights Head, you will serve as the strategic engine translating data into actionable insights that drive business performance. Partnering with Therapeutic Area and Value & Access teams, you will enable informed decision-making, support brand strategy, and bridge business priorities with advanced analytics and research outputs.

### About the Role

## Key responsibilities

- Lead integrated insights generation combining market research, analytics, and competitive intelligence

- Translate brand strategies into research plans, KPIs, and measurable business insights
- Drive market research across therapeutic areas including patient journey mapping, segmentation, and market sizing
- Deliver deep-dive analyses leveraging internal and external data to inform strategy and performance
- Ensure effective use of global research assets and knowledge management platforms
- Act as key interface between commercial teams and data & analytics platforms to align priorities
- Own forecasting inputs including market models, assumptions, and scenario planning with Finance
- Enable cross-functional alignment on KPIs, dashboards, and success metrics
- Provide customer, payer, and ecosystem insights to support strategic and access decisions
- Foster a high-performing insights team and build organizational capabilities

## Essential Requirements

- University degree in bioscience or business; consulting or market research background preferred
- 10+ years of experience in insights, analytics, or commercial strategy in healthcare
- 5+ years of leadership experience in cross-functional teams
- Strong expertise in primary and secondary market research and competitive intelligence
- Proven ability to translate strategy into insights, KPIs, and business actions
- Experience in forecasting, market modelling, and scenario planning in collaboration with Finance
- Strong stakeholder management skills across local and global teams
- Knowledge of compliance standards and regulatory environment
- Fluency in English; local language desirable

## Why Novartis

We are reimagining medicine to improve and extend people's lives. Join us to shape data-driven decisions that deliver meaningful impact for patients and strengthen our innovation-driven culture.

**Commitment to Diversity & Inclusion:** Novartis is 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

General Management

地点

United Kingdom

站点

London (The Westworks)

Company / Legal Entity

GB16 (FCRS = GB016) Novartis Pharmaceuticals UK Ltd.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

```
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sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
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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
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(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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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 = [];
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false, playlistEvents: false, castEvents: false } }; }
```

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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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