

Immunology & Neuroscience TA Head

Job ID
REQ-10082814

7月 06, 2026

Colombia

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摘要

Plays a pivotal role in supporting the development and execution of the end-to-end brand strategy across Key markets. As part of the commercial team this role will closely work with the stakeholders of key markets and Regions, driving the successful launch and growth, supporting the launch and other upcoming indications.

The incumbent will collaborate closely with Medical Affairs, Value & Access, and Customer & Market Activation teams to drive consistent strategy development and execution. Lead and develop a high-performing sales and marketing team and build effective and enduring business relationships with key customers/ stakeholders.

As a TA head leads, manages and develops the overall performance of the TAs current and future product portfolio and delivers sales and profits within agreed budgets.

Typically leads a small revenue country organization, covering both sales and marketing activities, with responsibility to drive performance and develop operational strategy of one or more product portfolio.

About the Role

Major accountabilities:

(Region/cluster/country)

- Accountable for delivering the TA sales, market share, and profitability to meet or exceed budget targets.
- Defines, develops and oversees short and long-term strategic marketing (and sales) plans in line with regional & global marketing strategy.
- Monitors market trends, sales and product performance, conducts regular reviews against plans and takes corrective action as required.
- Drives the growth of the TA by establishing growth plans for existing products, effectively manages their life cycle, successfully launches line extensions and new products; establishes and manages effective strategic partnerships.
- Enhances sales force capabilities and continues to develop innovative commercial strategies to ensure success in an evolving healthcare environment.
- Partners with other TAs heads and supports in the development of an agile, customer-led digital and customer solutions strategy which meets the evolving needs of the business, our customers and patients.
- Responsible for the budget and financial performance of the unit.
- Successfully lead the TA team, managing all people-management related processes (recruiting, performance management, coaching).
- Identifies and builds key capabilities, talent pipeline and ensure proper development of assigned people.
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt
- Distribution of marketing samples (where applicable).

(Launch and Execution)

- Support the development and execution of comprehensive marketing strategies, including, product positioning, differentiation, and scientific message to maximize market penetration.
- Partner with the launch teams of the Key countries to create robust strategic plans, ensuring meticulous execution and performance measurement.
- Continually collect and integrate feedback from countries and regions to refine and enhance brand strategy and specific projects or deliverables.
- Analyze market trends and market research, capturing perspective from customers, deeply understanding market dynamics, competition. Use data-driven insights to inform strategic decisions.
- Develops and strengthens strategic relationships with customers (e.g. physicians, key accounts, specialty pharmacies, KOLs and payors) to support medical and commercial activities in alignment with compliance guidelines.
- Optimize sales force performance and return on investment.
- Ensures alignment to all Ethics, Risk & Compliance policies and manage key processes.
- Reporting of technical complaints / adverse events / special case scenarios related to

Novartis products within 24 hours of receipt.

- Distribution of marketing samples (where applicable)

Key performance indicators:

- BU revenue and revenue growth, market share and market share growth, profitability
- Operational Excellence
- Our Voice survey, D&I KPIs, Capability development, Succession plans strength, High profile turnover

Minimum Requirements:

Work Experience:

- P&L or Unit Accountability
- People Leadership

Skills:

- Agility
- Asset Management
- Business Development
- Business Strategy
- Commercial Excellence
- Cross-Functional Collaboration
- Customer Orientation
- Digital Marketing
- Go-To-Market Strategy
- Healthcare Sector Understanding
- Influencing Skills
- Inspirational Leadership
- Key Account Management
- Market Access
- Market Share
- Market Trend
- Marketing Strategy
- Negotiation Skills
- People Management
- Priority therapeutic areas Expertise
- Product Launches
- Product Lifecycle Management (PLM)
- Profit And Loss (P&L)
- Sales
- Selling Skills
- Stakeholder Engagement
- Stakeholder Management
- Strategic Partnerships

- Value Propositions

Languages:

- English

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

Colombia

站点

Bogota (Pharmaceuticals / GDD / NTO / CTS)

Company / Legal Entity

CO01 (FCRS = CO001) Novartis de Colombia S.A

Functional Area

Commercial & General Management

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a4d59d63495c374180612", 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 kaltura_data_layer.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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