

Institutional: Regional Business Manager/Senior Regional Business Manager)

Job ID
REQ-10083386

7月 23, 2026

India

Available in: English

摘要

The Institutional Regional Business Manager/First Line Sales Manager (i-FLM) is responsible for leading a high-performing institutional sales team for driving institutional business growth by effectively navigating the government and public healthcare ecosystem, building advocacy among key healthcare professionals and decision-makers, and enabling access for innovative, concept-driven brands. The role requires a strong understanding of reimbursement pathways, procurement processes, and institutional treatment landscapes, coupled with the ability to influence stakeholders through scientific engagement, strategic account management, and cross-functional collaboration to deliver sustainable patient access and business outcomes.

About the Role

Location-Bangalore

Key Responsibilities:

- Lead, coach, and develop the team to achieve sales, productivity, and performance objectives through effective field coaching, call planning, and disciplined execution.
- Drive business growth for innovative, concept-driven brands across government and institutional healthcare accounts by developing and executing strategic account plans.
- Navigate the Indian public healthcare ecosystem, including Central and State Government institutions, CGHS, ESIC, Defence, Railways, and leading government medical colleges, to maximize brand access and utilization.
- Build and strengthen advocacy among healthcare professionals, institutional decision-makers, and key opinion leaders through scientific engagement and evidence-based value discussions.
- Facilitate inclusion and sustained utilization of company brands within institutional formularies, treatment protocols, and clinical pathways through compliant stakeholder engagement.
- Identify, map, and engage key stakeholders across institutional accounts, including department heads, formulary committee members, procurement authorities, pharmacists, administrators, and clinical influencers.
- Assess and address patient access barriers by collaborating with cross-functional teams to develop and implement effective market access solutions.
- Monitor institutional business performance, analyze account trends, and implement corrective actions to achieve both short-term targets and long-term strategic objectives.
- Develop and execute regional and territory business plans aligned with brand strategy, including targeting, coverage planning, quarterly priorities, and cycle plan execution.
- Leverage sales analytics, prescription insights, and market intelligence to enhance targeting, improve field effectiveness, and drive timely corrective actions.
- Ensure flawless implementation of brand strategies and KPI governance, including coverage, call quality, demand generation, product availability, and risk management across competition, access, and supply.
- Adhere strictly to company policies, ethical standards, and compliance requirements.
- Collaborate with Marketing, Medical, Value & Access, Supply Chain, and other cross-functional teams to execute regional initiatives, resolve customer challenges, and improve patient access.
- Build organizational capability through structured coaching, joint field work, role plays, performance reviews, onboarding, talent development, and succession planning.
- Own forecasting accuracy, business hygiene, budget management, expense control, and timely reporting/documentation.
- Partner with distributors and trade channels to ensure product availability, primary-secondary sales alignment, and effective stock and expiry management.
- Drive omnichannel execution while maintaining high standards of data quality, privacy, and approved content usage.
- Continuously monitor competitive activities, clinical guidelines, and emerging evidence, translating insights into actionable strategies to protect and grow market share.

Essential Requirements:

- Bachelor's degree in Life Sciences, Pharmacy, Business Administration, or a related discipline.
- MBA/PGDM preferred.
- 6-10 years of pharmaceutical sales experience, including 3-4 years managing Institutional/Government business.
- Experience in Immunology, Vaccines, Oncology, Cardiovascular, or Specialty Care therapeutic areas preferred.
- 2-4 years of people management experience with a demonstrated ability to coach, develop, and drive high-performing teams.
- Proven experience navigating the Indian government healthcare ecosystem, including:
 - Central Government Health Scheme (CGHS)
 - Employees' State Insurance Corporation (ESIC)
 - State Government Health Programs
 - Indian Railways
 - Defence Services
 - Ex-Servicemen Contributory Health Scheme (ECHS)
 - Municipal Corporations
 - Major Government Medical Colleges and Institutions
- Demonstrated success in launching or scaling innovative therapies within institutional and government healthcare segments is highly preferred.
- Strong analytical capabilities with proficiency in Microsoft Office applications.
- Excellent communication, influencing, negotiation, and stakeholder management skills.
- Strong ethics and compliance mindset, with working knowledge of pharmaceutical promotional codes and SOPs.
- Prior experience within a Customer Relationship Management (CRM) team will be an added advantage.
- High field orientation with willingness to travel extensively across the assigned region.

Commitment to Diversity and Inclusion / EEO paragraph:

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>

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部门

International

Business Unit

Sales

地点

India

站点

Karnataka

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area
Sales

Job Type
Full time

Employment Type
Regular (Sales Manager)

Shift Work
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a64efa2a31f9865397824", 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_dataLayer.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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