

Integrated Insights Business Partner

Job ID
REQ-10083848

7月 16, 2026

Mexico

Available in: English

摘要

Act as the strategic “front door” for Therapeutic Areas (TAs) and Value & Access (V&A) to translate business priorities into Key Business Questions (KBQs), research needs and analytical outputs, ensuring insights are decision-ready and actionable. The role bridges strategy with execution by orchestrating insight generation (primary/secondary MR, competitive intelligence) and aligning deliverables with the Data, Analytics & Platforms (DAP) pillar for scalable reporting, dashboards and analytics tools.

About the Role

Major Accountabilities

Insight Generation & Market Understanding

- Lead the integrated insights agenda for assigned TAs
- Generate and synthesize insights from primary/secondary market research and competitive intelligence.
- Drive market research planning: patient journey mapping, segmentation inputs, market sizing, drivers/barriers, ecosystem and payer insights.
- Ensure efficiency by reusing existing international research/knowledge platforms before initiating new PMR; act as facilitator for internationally driven PMR.

Orchestration with DAP

- Convert business questions into analytics briefs and requirements for DAP (dashboards, data products, reporting cadences), ensuring clear definition of done and decision use.
- Coordinate vendor briefings (MR/data acquisition) in collaboration with TAs and Procurement teams, and ensure timely delivery, quality checks and stakeholder-ready storytelling.
- Support key TA / Value & Access decisions (e.g., One Brand Plan, Forecast, Scenario Planning, Launch Readiness) explicitly supported by Integrated Insights outputs.
- Quality of Key Business Questions (KBQs):
Proportion of initiatives entering Data, Analytics & Platforms with clearly defined, prioritized KBQs and a documented “decision to be enabled,” minimizing rework and misalignment.
- Adoption of Insights & Recommendations:
Insights and recommendations that are adopted or translated into concrete actions by TA / Value & Access stakeholders.
- Forecasting & Scenario Alignment:
Level of cross - functional alignment (TA, Finance, V&A) on forecast assumptions, scenarios, and interpretations, measured through reduced iterations and timely cycle completion.
- Execution Bridge Effectiveness (Insights ↔ DAP):
Effectiveness in translating business priorities and KBQs into clear analytical briefs, resulting in on - time, fit - for - purpose delivery by Data, Analytics & Platforms teams.

Ideal Background

- Education: Business, Life Sciences, Economics, Engineering, Data/Analytics or related.
- Languages: English + Spanish

Experience/Professional Requirement:

- Experience in integrated insights, market research, analytics, forecasting/scenario planning in regulated industries.
- Proven ability to translate business priorities into KBQs and decision-ready narratives; vendor coordination is a plus

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部门
International

Business Unit
Marketing

地点
Mexico

站点
INSURGENTES

Company / Legal Entity
MX06 (FCRS = MX006) Novartis Farmac é utica S.A. de C.V.

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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```

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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
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(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 = {};
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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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// 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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