

Field Excellence, Integrated Insights & DAP Head

Job ID
REQ-10084603

7月 27, 2026

Portugal

Available in: English

摘要

The Field Excellence, Integrated Insights & DAP Head provides end to end execution excellence leadership, ensuring that strategy, insights, field execution, and data & digital capabilities are fully integrated and consistently translated into measurable business impact.

The role acts as a single point of accountability across Field Excellence, Integrated Insights, and Data, Analytics & Platforms, enabling fact based decision making, optimized go to market models, and disciplined execution across Therapeutic Areas, Value & Access, and Medical Affairs. It operates as a country Center of Excellence, aligned with international standards, to elevate decision quality, productivity, and patient reach.

About the Role

Department: Execution Excellence unit

Reports to: Execution Excellence Head

Number of associates: 7

1. Integrated Insights & Strategic Decision Support

- Define and lead the country integrated insights strategy, translating business priorities and brand strategies into clear research agendas, analytics requests, and insight roadmaps.
- Own market research planning and execution across Therapeutic Areas and Value & Access, including patient journey mapping, segmentation, market sizing, competitive assessment, and payer ecosystem insights.
- Generate actionable insights from internal and external data sources, including primary and secondary research, claims data, competitive intelligence, ICE dashboards, and customer analytics.
- Develop and maintain market models and key assumptions to support forecasting, scenario planning, and growth opportunity evaluations, in partnership with Finance.
- Serve as the primary interface between business teams and DAP to ensure aligned priorities, KPI definitions, and timely delivery of decision - grade insights.
- Maximize reuse of international research and knowledge assets, ensuring efficiency and consistency with global standards.

2. Field Excellence & Go - to - Market Execution

- Lead field performance and operational excellence across Commercial and Value & Access organizations through standardized, insight - driven execution frameworks.
- Design and govern sales incentive schemes and Value & Access field metrics, ensuring compliance, transparency, and alignment with strategic objectives.
- Define, implement, and maintain standardized field KPI frameworks, dashboards, and performance diagnostics.
- Oversee territory design, alignment, and field force deployment, leveraging ICE segmentation, targeting, and call - planning methodologies.
- Support go - to - market design for launches and portfolio changes, including field force sizing, deployment scenarios, and resource allocation recommendations.
- Responsible for the management of the PMR - primary market research ' s.
- Act as a trusted thought partner to Therapeutic Area and Value & Access Heads on field effectiveness, execution risks, and optimization opportunities.

3. Data, Analytics & Platform Enablement (DAP)

- Own and continuously evolve a single, trusted view of business - critical data across Commercial, Medical Affairs, and Value & Access in alignment with global data strategies.
- Define and enforce data governance, processing rules, and quality standards in compliance with international frameworks and local regulations.
- Deliver scalable analytics, dashboards, and reporting solutions to support performance management, ICE, IMEx, and Value & Access needs.
- Lead country deployment, adoption, and value realization of digital, CRM, analytics, and marketing platforms, ensuring alignment with global roadmaps.
- Translate international digital and data strategies into localized, fit - for - purpose roadmaps, supported by strong change and adoption management.

4. AI, Digital Innovation & Productivity Enablement

- Drive local implementation of AI and GenAI initiatives in line with Novartis AI strategy, enhancing customer engagement, insight generation, and internal productivity.
- Gather and prioritize local business requirements and co - define AI roadmaps with international stakeholders.
- Ensure responsible AI practices, capability building, adoption tracking, and measurable business impact.

5. Governance, Budget & Vendor Management

- Own budget planning, prioritization, and tracking across Integrated Insights, Field Excellence, DAP, digital platforms, AI initiatives, and external vendors.
- Manage external partners and vendors end - to - end, ensuring value delivery, compliance, and adherence to service - level agreements.
- Ensure full alignment with compliance, data privacy, promotional codes, and ethical standards.

6. People Leadership & Culture

- Build and lead a high - performing, future - ready organization across the Integrated Insights, Field Excellence, and DAP pillars.
- Foster a culture of accountability, continuous improvement, innovation, and collaboration, aligned with Novartis Leadership Expectations.
- Attract, develop, and retain top talent, strengthening succession planning and organizational capabilities.
- Lead transformation initiatives with a growth mindset and strong role - modeling behaviors.

Key Performance Indicators

- Adoption and impact of insights on strategic and operational decisions
- Forecast accuracy and robustness of market assumptions
- Field performance improvement and effectiveness of incentive schemes
- Territory optimization and quality of go - to - market execution
- Data quality, dashboard adoption, and decision cadence enablement
- Digital platform and AI adoption with measurable productivity or engagement gains
- Stakeholder satisfaction and cross - functional collaboration

Ideal Background

Education:

- University degree in bioscience or business administration

Languages:

- English
- Country language

Experience/Professional Requirement:

- Minimum 10 years of experience in pharma/biotech across commercial excellence, integrated insights, analytics, digital platforms, or field effectiveness
- At least 5 years in senior leadership roles managing multidisciplinary teams
- Demonstrated expertise in:
 - Integrated insights and market research
 - Field excellence, incentives, territory design, and go - to - market execution
 - Data and analytics platforms and digital transformation
 - AI and GenAI enablement and change management
- Proven ability to partner effectively with Finance, Therapeutic Areas, Value & Access, Medical Affairs, and international stakeholders
- Strong understanding of compliance, data privacy, and ethical standards

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

Portugal

站点

Sintra

Company / Legal Entity

PT05 (FCRS = PT005) PT Pharma

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

```
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"kalturaplayer6a6a39b722a10187846609", provider: { widgetId: "10m7rm1pm", partnerId:
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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
(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 = {};
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config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
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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_adatalayer.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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