

Value & Access TA Head CRM, APMA

Job ID
REQ-10085216

9月 11, 2026

Singapore

摘要

Value & Access TA Head CRM, APMA
Location: Singapore

#LI-Hybrid

Are you an experienced Value & Access leader ready to shape sustainable patient access across diverse healthcare systems? We are looking for a strategic, collaborative leader to drive regional V&A execution for an assigned Therapeutic Area across Asia Pacific Middle East Africa (APMA) markets.

As Region V&A Therapeutic Area Head, you will translate international strategies into locally relevant access plans, influence asset-level strategy through Integrated Product Access Teams, and enable countries to secure timely, sustainable, and value-based patient access. You will lead access readiness, pricing and lifecycle inputs, performance improvement, and cross-country collaboration while partnering closely with Medical, Commercial, Corporate/Public Affairs, Finance, Regulatory, and other functions.

About the Role

Major Accountabilities

- Shape and execute V&A strategy: Drive Therapeutic Area access strategies across the region, align international direction with country needs, and guide markets through access challenges and opportunities.
- Lead launch readiness: Own the V&A contribution to Launch Readiness Reviews, ensure high-quality deliverables, and coordinate cross-functional risk identification, action planning, and follow-through.
- Accelerate access performance: Use dashboards, analytics, Execution Excellence, and Access360 insights to identify high-impact opportunities, strengthen payer engagement, and scale cross-country learning.
- Influence pricing decisions: Provide regional input on pricing assumptions, profitability, competitive benchmarks, gross-to-net implications, business cases, and cross-country pricing decisions.
- Shape the external environment: Partner with Public Affairs and other stakeholders to address market access barriers, strengthen reimbursement pathways, monitor policy developments, and support healthcare-system readiness.
- Build regional capability: Develop tools, training, frameworks, and communities of practice across pricing, negotiation, HEOR, HTA, evidence generation, and access execution.
- Lead through collaboration: Unite regional and country teams, foster an inclusive and high-performing culture, support talent development, and role-model ethics, compliance, and an enterprise mindset.

Requirements:

- An advanced degree in life sciences, health economics, public health, business administration, or a related field; an MBA is an advantage.
- At least 10 years of pharmaceutical industry experience, including significant leadership responsibility in market access, pricing, reimbursement, health policy, or a closely related discipline.
- A strong record of developing and executing access strategies, leading cross-functional teams, and influencing effectively in a complex matrix environment.
- Experience engaging payers, health technology assessment bodies, health authorities, and other external stakeholders.
- Deep understanding of pricing, reimbursement, evidence requirements, scenario planning, contracting, value communication, and healthcare-system dynamics.
- International or above-country experience across multiple markets or regions; country V&A experience and relevant Therapeutic Area expertise are strongly preferred.
- The ability to translate complex access challenges and analytics into clear strategies, decisions, and measurable performance improvements.
- Commercial or profit-and-loss experience would be an added advantage.

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
Communications

地点
Singapore

站点
Mapletree Business City (MBC)

Company / Legal Entity
SG90 (FCRS = SG015) Novartis Asia Pacific Pharmaceuticals Pte. Ltd

Functional Area
Market Access

Job Type
Full time

Employment Type
Regular

Shift Work

No

```
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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"]) {
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false, playlistEvents: false, castEvents: false } }; }
```

```
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window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var thumbEmbedPromise =
thumbnailEmbed({config, mediaInfo: {entryId: "1dgvmafo"}}); // 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 kalturadatalayer.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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