

Marketing Lead

Job ID
REQ-10086042

8月 20, 2026

Taiwan

摘要

The Marketing Lead is accountable for building a high-performing marketing organization and ensuring exceptional launch readiness across the therapeutic area portfolio. The role leads and coaches brand managers to develop robust strategic plans, comprehensive launch readiness capabilities, and high-quality business reviews with local, regional, and global stakeholders. The Marketing Lead fosters an agile, innovative, and customer-centric culture, enabling teams to continuously evolve go-to-market models and commercial capabilities in response to changing market dynamics, healthcare ecosystem needs, and emerging technologies.

Critical Leadership Competencies

- Launch Excellence Leadership
- Talent Development & Coaching
- Strategic Agility
- Innovative Go-to-Market Leadership
- Enterprise Collaboration
- Customer & Patient Centricity
- Change Leadership

About the Role

Major accountabilities:

- Develop and execute TA/Brand strategies and One Brand Plans aligned with regional and global priorities.
- Define and continuously evolve customer-centric go-to-market models, leveraging insights, market dynamics, competitive intelligence, and emerging opportunities.
- Lead launch excellence across the portfolio by coaching Brand Managers, ensuring robust launch readiness plans, risk mitigation, cross-functional alignment, and high-quality local, regional, and global reviews.
- Translate strategy into actionable brand plans with clear priorities, KPIs, resource allocation, and performance monitoring.
- Drive innovative omnichannel engagement, customer experience, and commercial models to maximize customer, patient, and business impact.
- Lead forecasting, financial planning, performance reviews, and investment optimization to deliver sustainable growth.
- Direct execution of marketing programs, including digital engagement, content deployment, patient initiatives, and key customer activities.
- Partner with Sales, Medical, Value & Access, and other functions to ensure integrated customer engagement, field readiness, and execution excellence.
- Build high-performing marketing teams through coaching, talent development, succession planning, and capability building.
- Champion agile ways of working, data-driven decision making, and adoption of innovative technologies and AI-enabled solutions.
- Foster enterprise collaboration and role model Novartis Leadership Expectations, integrity, accountability, compliance, and customer/patient centricity.

Key performance indicators:

- TA sales, market share, and growth versus plan.
- Launch readiness review quality and launch performance and milestone achievement
- Successful launch execution and first-year launch performance versus plan.
- Brand Manager capability development and succession pipeline readiness.

- Team engagement, talent retention, and coaching effectiveness.
- Innovation adoption, including implementation of new engagement models, digital solutions, and AI-enabled initiatives.
- Patient activation metrics and quality of patient journey execution.
- International content re-use ambition rate, minimized local adaptation, and content tagging aligned with international guidance.
- Cross-functional alignment and delivery of performance cycle commitments.
- Quality and impact of insights feeding brand strategy.

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 \(PDF 30 MB\)](#)

部門
International

Business Unit
Marketing

地点
Taiwan

站点
Taipei

Company / Legal Entity

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
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"kalturaplayer6a86ec02b99e9934651859", 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 }; }
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(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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false, playlistEvents: false, castEvents: false } }; }
```

```
// Ensure the global player registry array always exists, regardless of embed type.  
window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var thumbEmbedPromise =  
thumbEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // thumbEmbed() 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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