

## (高级零售全国重点客户经理)

Job ID  
REQ-10087781

9月 16, 2026

China

### 摘要

负责地方一级的关键账户管理,通常管理一个小团队或管理特定帐户/关系。管理与关键账户的业务关系和活动,以培养和扩展关系并获取销售目标。发展和维持与客户内主要利益相关者的关系,深入了解客户对患者的挑战,并确定增强患者护理的解决方案。

### About the Role

#### 主要职责：

- 制定客户战略,打造联合生意计划 ( JBP ) 深入分析连锁客户发展战略及经营特点,制定年度客户合作策略,建立客户联合生意计划,结合市场环境与客户需求制定增长目标和资源投入方案
- 管理全国重点客户关系:负责全国性重点连锁客户维护与发展,建立总部层面合作关系网络,推动年度总部谈判,提升诺华品牌影响力和客户合作深度
- 驱动业务增长与目标达成:制定客户业务计划与费用规划,持续跟进销售达成情况,推动总部

协议在区域落地执行,联动 RKAM/LKAM实现销售目标和市场份额提升

- 客户洞察与商业机会挖掘:监测行业趋势及客户变化,分析客户数据和市场数据,发现增长机会和风险,输出业务建议并推动落地
- 创新项目与价值零售模式建设:联合客户探索创新合作模式,设计患者管理项目,推动药师赋能、疾病管理、会员运营等创新项目,打造可复制的价值零售解决方案
- 跨部门资源整合与战略协同:联动市场、医学、准入、销售、数字化等团队,协调总部与区域资源,推动客户项目落地,确保公司战略与客户战略有效融合

对多元化和包容性/平等就业机会的承诺:

诺华致力于为我们所服务的患者和社区建立一个优秀、包容的工作环境和多元化的团队。

基本要求:

- 具备良好的全  
国重点客户管理能力,能够制定客户策略,并完成联合生意计划( JBP)的规划与执行
- 具备良好的数据分析与商业洞察能力,以及较强的项目管理和跨部门战略协同能力
- 具备创新合作项目的策划与推动能力,能够整合内外部资源并赋能相关团队,促进项目有效落地

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  
Sales

地点

China

站点

Shanghai (Shanghai)

Company / Legal Entity

CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Functional Area

Sales

Job Type

Full time

Employment Type

正式

Shift Work

No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6aaba96c7cb5a359114399", 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) }
```

## 无障碍及便利设施

诺华承诺与残障人士共事并为他们提供合理的便利设施。如果您由于健康状况或残障在招聘过程的任何环节需要合理便利设施或者为了履行职位的基本职能请发送电子邮件至 [diversityandincl.china@novartis.com](mailto:diversityandincl.china@novartis.com) 告知您的需求和联系方式,并在邮件中附上您的职位申请编号。

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3. <mailto:diversityandincl.china@novartis.com>
4. [https://platform.moseeker.com/m/customize/page/novartis?job\\_number=REQ-10087781](https://platform.moseeker.com/m/customize/page/novartis?job_number=REQ-10087781)
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