

Launch Excellence Director

Job ID
REQ-10087832

9月 21, 2026

Switzerland

摘要

At Novartis, we are committed to delivering transformational medicines to patients around the world. As the Launch Excellence Director, you will play a critical role in ensuring our priority Immunology and Cardiovascular, Renal and Metabolic (CRM) assets achieve successful, consistent, and impactful launches across International markets.

In this strategic role, you will serve as the dedicated Launch Excellence partner to cross-functional asset teams, driving adoption of Novartis' Launch Excellence Framework, Launch Readiness Reviews (LRRs), One Brand Plan (OneBP) governance, and pre-launch readiness indicators. Your leadership will strengthen launch strategies, improve execution readiness, enhance organizational capability, and accelerate learning across markets.

You will collaborate closely with Commercial, Medical, Value & Access, Patient Advocacy, and Regional teams to ensure launch excellence becomes a competitive advantage and delivers meaningful value for patients and healthcare systems.

About the Role

International | Immunology & Cardiovascular, Renal and Metabolic (CRM)

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Key Responsibilities

Drive Launch Strategy Excellence

- Serve as the strategic Launch Excellence partner for priority Immunology and CRM assets across the portfolio.
- Provide an enterprise-wide and cross-market perspective to strengthen launch planning and execution.
- Translate asset strategies into clear launch roadmaps, milestones, key deliverables, and critical decision points.
- Identify risks, dependencies, and execution challenges early, ensuring proactive mitigation plans.
- Partner with cross-functional stakeholders to drive alignment and coordinated launch execution.
- Incorporate customer insights, market intelligence, and best practices into launch strategies and planning.

Lead Launch Governance and Readiness

- Drive disciplined implementation of the International Launch Excellence Framework across priority assets and markets.
- Plan, facilitate, and optimize Launch Readiness Reviews (LRRs), ensuring high-quality discussions, decision-making, and follow-up actions.
- Guide teams in the effective application of pre-launch readiness indicators and performance measures.
- Analyze readiness data to identify gaps and recommend corrective actions.
- Ensure consistent governance while tailoring support to asset complexity, lifecycle stage, and

market needs.

- Monitor launch milestones, deliverables, timelines, and overall readiness to maintain momentum and accountability.

Strengthen One Brand Plan Excellence

- Drive adoption and governance of the One Brand Plan (OneBP) framework across priority brands.
- Support teams in creating a clear strategic narrative connecting business strategy, tactical execution, and launch objectives.
- Facilitate high-quality OneBP reviews and leadership sign-off processes.
- Coach teams on strategic storytelling, presentation quality, and decision-focused communication.
- Enable cross-market knowledge sharing to improve planning quality and consistency.
- Support asset prioritization, scenario planning, and resource allocation discussions through structured strategic analysis.

Build Organizational Capability and Continuous Improvement

- Identify launch capability gaps and contribute to targeted learning, coaching, and onboarding initiatives.
- Develop and share best practices, case studies, tools, and lessons learned through the Launch Knowledge Library.
- Foster networks and communities that accelerate knowledge transfer across Therapeutic Areas, Regions, and markets.
- Analyze launch performance data and stakeholder feedback to generate actionable insights and recommendations.
- Continuously improve launch frameworks, tools, templates, and ways of working based on business needs and user feedback.

Influence and Lead Across a Matrix Organization

- Build credibility and influence with senior leaders, asset teams, regional stakeholders, and country organizations.
- Deliver concise, insight-driven recommendations and presentations to leadership audiences.
- Champion collaboration, accountability, innovation, compliance, and patient-focused decision-making.
- Effectively manage competing priorities while maintaining a strong focus on high-impact activities and outcomes.

What You'll Bring to the Role

Essential Requirements

- Significant experience in pharmaceutical, biotechnology, healthcare, or life sciences organizations.
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- Demonstrated expertise in launch planning, commercialization, brand strategy, portfolio management, or strategic business leadership.
- Strong understanding of product launch management and cross-functional execution within complex global organizations.
- Experience leading strategic initiatives across multiple markets and stakeholder groups.
- Strong business acumen with the ability to translate strategy into actionable plans and measurable outcomes.
- Exceptional project management and organizational skills.
- Proven ability to influence and lead in matrix environments without direct authority.
- Strong analytical capabilities with experience interpreting business performance data and identifying actionable insights.
- Excellent communication, facilitation, presentation, and stakeholder management skills.
- Demonstrated commitment to collaboration, innovation, integrity, and patient-centricity.

Desirable Requirements

- Experience supporting launches within Immunology, Cardiovascular, Renal and Metabolic (CRM), or specialty therapeutic areas.
- Experience with global or international launch excellence methodologies and governance frameworks.
- Knowledge of commercial, medical, market access, and patient engagement processes.
- Experience in capability building, change management, and organizational effectiveness initiatives.
- Advanced degree in Business, Life Sciences, Pharmacy, Medicine, or a related field.

Benefits & Rewards At Novartis, we 're committed to reimagining medicine together - and rewarding the people who make it happen. Expected Annual Base Salary Range for role:

146,300.00 - 209,000.00 - 271,700.00 CHF Annual The base salary offered is determined based on gender-neutral objectives, such as relevant skills, competencies and experience in accordance with the Novartis pay setting policy and upon joining Novartis will be reviewed periodically. In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters. The rewards of being part of our team go far beyond base pay and incentives. We also offer a variety of competitive benefits in kind to help you thrive personally and professionally, such as insurance plans, retirement plans, wellbeing resources and global recognition programs. In addition, we provide flexible and hybrid working options, where possible, and minimum 14 weeks paid parental leave. You may be eligible for a company vehicle or a car allowance in accordance with the applicable local Novartis policies and guidelines. Pay equity is a fundamental principle of our employment policy and reflects our commitment to create a diverse, equitable and inclusive environment that treats all employees with dignity and respect, as outlined in our Code of Ethics. Read our brochure to learn more about our global total rewards

offering: <https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf> Note: Benefits and compensation may vary by country and are subject to local legal requirements, including provisions of collective bargaining agreements where applicable. A full overview of your compensation package, including any relevant collective bargaining agreement details applicable to your role based on your employment location and Novartis employer entity, will be communicated separately to you during the application process.

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 \(PDF 30 MB\)](#)

Primary location salary range
CHF146,300.00 - CHF271,700.00

部门
International

Business Unit
Marketing

地点
Switzerland

站点
Basel (City)

Company / Legal Entity
C028 (FCRS = CH028) Novartis Pharma AG

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6ab12e8ee7e0d574552814", 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_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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