

Therapeutic Area Head (f/m/d)

Job ID
REQ-10089098

十月 05, 2026

Austria

摘要

The new TA Head will be responsible for consistently shaping and implementing a cross-functional brand strategy. This person will evolve globally-created early brand strategies, such as the Integrated Product Strategies, into a competitive, cross-functional launch plan that is fit-for-purpose for core IMI markets and sets a foundation for launch success for Novartis' next blockbusters.

The TA Head contributes to strategic, cross-functional decisions for International and above-brand strategic initiatives, including partnerships, policy shaping, and for launched assets, will monitor and respond to major events and competitive landscape developments.

This person leads, manages, and develops the overall performance of the TA's current and future product portfolio, delivering sales and profits within agreed budgets. They also lead and develop a high-performing sales and marketing team and build effective, enduring business relationships with key customers and stakeholders.

The TA Head will lead the TA for Austria, covering both sales and marketing activities, with the responsibility to drive performance and develop operational strategy

#LI-hybrid

About the Role

Your key responsibilities:

Performance & Launch

- Accountable for delivering the therapeutic area brand performance with respect to sales, market share, and profitability to meet or exceed budget targets.
- Drive the growth of the therapeutic area by establishing growth plans for existing products, effectively managing their life cycle, successfully launching line extensions and new products.
- Design and drive new commercial partnership models to maximize impact
- Define, drive, and oversee the launch planning and execution of upcoming key launches.
- Optimize sales force performance and return on investment.
- Enhance sales force capabilities and continue to develop innovative commercial strategies.
- Responsible for the budget and financial performance of the therapeutic area, ensuring alignment with all Ethics, Risk & Compliance policies.

Strategic Agility / Business Acumen / Results-Orientation

- Translate Global Therapeutic Area strategy, content, and solutions into localized tactical measures.
- Develop and execute tactical brand/launch plans at the local level.
- Partner with other Therapeutic Area heads and support the development of an agile, customer-led digital and customer solutions strategy.
- Support strategic portfolio development activities for the business.

Strong Partnership/Stakeholder Management

- Create meaningful relationships with external TA relevant institutional stakeholders (HCPs, local payers, patient organization etc) aligned with strategic TA priorities
- Develop impactful solutions and new partnership models, based upon a deep understanding of the account's objectives and needs

Leadership & Culture

- Coordinate and manage cross-functional teams (Sales, Marketing, Medical, Value & Access) to effectively execute on prioritized tactics.
- Successfully lead the Therapeutic Area team, foster innovation, and manage all people-management related processes.
- Identify and build key capabilities, talent pipelines, and ensure proper development of assigned people.
- Attract, develop, and retain top-level value & access talent, and build strong succession plans.
- Drive the spirit of "ONE Team" across all functions and inspire people through role modeling cultural behaviors.

Additional Responsibilities

- Defines, develops, and oversees short and long-term strategic marketing (and sales) plans in line with regional & global marketing strategy.
- Monitors market trends, sales, and product performance, conducts regular reviews against plans, and takes corrective action as required.
- Works with the global, regional, and country teams to support commercial assessments, new product development, forecasting, and lifecycle management.
- Drives effective, tiered market support to interpret, localize, and operationalize launch strategies and deliverables

What you 'll bring to the role:

Essential:

- University degree in Science and/or degree in Business, Marketing or Clinical Research
- MBA or Doctoral degree (MD/Pharm. D/PhD) preferred
- English fluent spoken & written;
- German language is beneficial
- Substantial sales & marketing experience within the pharmaceutical industry, including experience in management positions
- Track record of highly successful delivery and positive performance results, with P&L responsibility
- 10+ years of relevant experience working with high-performing regional and local marketing, medical, and access teams in the healthcare/life sciences industry
- Proven ability to drive successful launches
- Reliable self-starter, proactive, initiator, change agent
- Demonstrable leadership skills and experience engaging with and introducing innovation into HCS
- In-depth knowledge of customer/marketplace, key dynamics, and competitors' strategies within the TA
- Comfortable working as the first employee in a new organization; hands-on, roll-up-the-sleeves approach essential
- Able to analyze financial and industry data related to sales, market share, price/volume, call activity, market research, etc.
- Capable of credibly articulating data related to market trends, performance, and strategies to achieve goals to various internal and external audiences
- Entrepreneurial yet maintaining the highest degree of integrity, representing the company 's high ethics, moral behavior, and professionalism
- The highest ethics and moral standards; unquestioned integrity needed for the complexity of this role
- Travel as required

Rewards

At Novartis, we 're committed to reimagining medicine together - and rewarding the people who make it happen.

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 a minimum of 14 weeks paid parental leave.

Expected Annual Base Salary Range for role:

- 113,100.00 - 210,000.00 EUR

The 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. Further details will be provided during the application process.

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](https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf) 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.

Commitment to Diversity and Inclusion / EEO paragraph:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

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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
€ 113,100.00 - € 210,000.00

部门
International

Business Unit
General Management

地点
Austria

站点
Vienna

Company / Legal Entity
AT06 (FCRS = AT006) Novartis Pharma GmbH

Functional Area
Commercial & General Management

Job Type
Full time

Employment Type
Regular

Shift Work
No

```

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6ac7396763de0463291883", 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 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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