

Integrated Insights Business Partner

Job ID
REQ-10089408

十月 08, 2026

Spain

摘要

Integrated Insights owns the generation of strategic insights and business recommendations by connecting market understanding, customer intelligence, performance analytics, and external evidence to enable better decisions and accelerate growth.

About the Role

Key Responsibilities

- Own the end-to-end insight lifecycle, translating business priorities into evidence plans, key performance indicators, analytical frameworks, and strategic recommendations.
- Partner with Therapeutic Area, Value & Access, Medical, and Finance leaders to identify critical business questions and support strategic decision-making.
- Synthesize internal and external data sources, market intelligence, customer insights, and performance analytics into clear, decision-ready narratives.

- Lead the development, prioritization, and execution of market research strategies and annual research plans.
- Manage market research budgets, external research vendors, and ensure compliance with applicable procurement and market research processes.
- Generate strategic insights for business review meetings, leadership forums, and performance discussions.
- Integrate commercial, customer, medical, access, field force, and omnichannel performance signals into a unified view of business performance.
- Conduct brand deep dives, growth opportunity assessments, competitive analyses, and scenario-planning exercises to identify risks and opportunities.
- Serve as the strategic interface between business stakeholders and Data & Analytics partners, translating business questions into actionable analytical requirements.
- Support forecasting, market modeling, long-range planning, and launch readiness through evidence-based assumptions and strategic recommendations.
- Provide customer and market insights that support segmentation, targeting, customer engagement, and go-to-market decisions.
- Curate and share knowledge, best practices, benchmarks, and cross-market learnings to maximize organizational learning and avoid duplication of effort.
- Ensure timely reporting of technical complaints, adverse events, and special case scenarios related to Novartis products within 24 hours of receipt.
- Support the distribution of marketing samples where applicable and in accordance with local regulations and Novartis policies.

Essential Requirements

- Bachelor's degree in Business, Economics, Marketing, Life Sciences, Data Analytics, Statistics, or a related discipline.
- Significant experience in strategic insights, business analytics, market research, commercial excellence, consulting, or pharmaceutical strategy roles.
- Demonstrated ability to transform complex data and evidence into actionable business recommendations.
- Strong understanding of pharmaceutical markets, customer dynamics, market access, and product lifecycle management.
- Experience leading primary and secondary market research initiatives.
- Advanced analytical and problem-solving capabilities with strong business acumen.
- Proven ability to influence senior stakeholders and drive strategic discussions through evidence-based recommendations.
- Experience working with cross-functional teams including Commercial, Medical, Value & Access, Finance, and Analytics.
- Excellent communication, storytelling, and presentation skills.
- Ability to manage multiple priorities in a dynamic and fast-paced environment.
- Fluency in English.

Desirable Requirements

- Advanced degree in Business Administration, Economics, Life Sciences, Data Science, or a related field.

- Experience within the pharmaceutical, biotechnology, healthcare, or consulting industry.
- Knowledge of forecasting methodologies, scenario planning, segmentation, targeting, and launch planning.
- Experience working with advanced analytics, customer intelligence, and omnichannel performance measurement.

Why Novartis?

At Novartis, we are reimagining medicine to improve and extend people's lives. Our success depends on our ability to make smarter decisions faster and transform data into meaningful actions that benefit patients. As part of the Integrated Insights team, you will play a pivotal role in shaping strategic decisions, influencing business direction, and helping deliver innovative medicines to patients around the world.

Join us and become part of a collaborative, curious, and impact-driven organization where your insights can help drive the future of healthcare.

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: 44,700.00 - 63,900.00 - 83,100.00 EUR 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>

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
€ 44,700.00 - € 83,100.00

部门
International

Business Unit
Corporate & Division Services

地点
Spain

站点
Barcelona Gran V í a

Company / Legal Entity
ES06 (FCRS = ES006) Novartis Farmac éutica, S.A.

Alternative Location 1
Madrid Delegaci ó n, Spain

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6acad529293b1263665121", 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) }
```

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