NOVARTIS

Director, Field Targeting & GTM

Job ID
REQ-10089510

十一月 03, 2026

India

摘要

The I&A AIDE team is dedicated to enabling improved decision-making at Novartis by leveraging data and advanced analytics capabilities to generate actionable insights that drive business growth. We support collaboration with the US business, bringing insights and challenging ideas to empower smarter, data-driven decision-making.

The role will lead the AIDE Integrated Field Excellence team across all TAs and will deliver advanced analytics, insights, planning, and thought leadership that enables shaping of field targeting strategy and operations, field GTM strategy, field design recommendations, field territory alignments, and NBA recommendations for CRM, for Novartis ' s US field forces, including Commercial, NPS, Medical, and TLL. The role will collaborate closely with I&A EH colleagues, field leaders across functions, I&A ISG organization, I&A Decision Intelligence group, Veeva CRM and field operations to enable seamless execution of I&A and field objectives.

About the Role

Director, Field Targeting & GTM

Location - Hyderabad #LI Hybrid

Major Accountabilities:

- Collaborate closely with the East Hanover team in a high-accountability model, ensuring delivery against expected outcomes and driving joint business impact.
- Strengthen ways of working and operational efficiency between East Hanover and Hyderabad, while continuing to build COE capabilities, service offerings, and delivery excellence.
- Foster a strong culture of collaboration, accountability, constructive challenge, innovation, excellence, continuous improvement, and knowledge sharing across teams.
- Support the maintenance and enhancement of HCP and account targeting strategy across Novartis field teams, ensuring alignment with broader organizational priorities.
- Recommend priority accounts and HCPs for field engagement based on factors such as reimbursement trends, access positioning, network influence, historical responsiveness, brand strategy, competitive dynamics, and local healthcare ecosystem insights.
- Support call planning and field engagement design to balance field workload, address account and HCP-specific needs, and ensure adherence to compliance guidelines.
- Provide SME input on field go-to-market strategy, deployment best practices, field roles, jobs-to-be-done, sizing assumptions, and processes that drive field force excellence.
- Support annual field force sizing in partnership with the GM organization, field leaders, I&A teams, and relevant stakeholders, leveraging external expertise and competitive benchmarking where appropriate.
- Enable quarterly targeting and field NBA reviews with key stakeholders, while partnering with CRM, field operations, I&A, and SPT to ensure successful implementation and continuous improvement.
- Support development and deployment of Next Best Action models and decision-engine capabilities across marketing and field functions, including launch targeting and field NBA planning ahead of disease education and product approval.

Minimum Requirements:

Education: Bachelor's degree in related field is required; Master of Science and/or MBA strongly preferred

- Minimum 12 years of experience in analytics, decision science, or related roles, preferably in the pharmaceutical or healthcare sector

- Ability to balance operational execution with high-level business thinking, supporting both day-to-day performance and long-term business goals

- Ability to work collaboratively with cross-functional teams, including sales, data Operations, and product development and drive business initiatives

- Excellent communication skills, capable of effectively collaborating with senior leadership and aligning diverse teams
- Proficiency in insight and hypothesis generation, data science, and primary and secondary research methodologies
- Ability to thrive in a fast-paced, dynamic environment and adapt to changing business needs and priorities

Leadership skills:

- Lead, inspire, and develop a high-performing team through Associate Director and SM leaders, creating clear accountability for value, strategic decision making, business impact, and quality of delivery.
- Own talent planning for the capability, including hiring, onboarding, objective setting, coaching, performance management, succession, career development, engagement, and retention.
- Align business, analytics, data, AI, technology, and global delivery organizations.
- Build consulting and advisory capability of the team so that analytical outputs consistently translate into actionable business recommendations.
- Create a culture of collaboration, constructive challenge, innovation, inclusion, continuous improvement, and accountability across Hyderabad and cross-functional teams.
- Resolve ambiguity, conflicts, and dependencies spanning capabilities or organizations.
- Ensure disciplined execution against strategic priorities and measurable outcomes.
- Support I&A and AIDE leadership on cross-team talent priorities, organizational operations, capability planning, and site-level initiatives.

Success Measurements:

- Delivery and adoption of recommended targeting strategy and operations outputs to the field teams (CE, NPS and Medical)
- Quality and adoption of the field GTM advisory, sizing scenario options, and FTE benchmarking and advisory provided to the field LT (CE, NPS and Medical)
- Enablement of field alignment operations and territory design through close collaboration with functional Ops teams
- Cross-industry standards and assets adopted consistently across the Ops and ad hoc

deliveries.

- Cross-collaboration with the field alignment and CRM teams to enable seamless field Ops in downstream
- US and HYD teams demonstrating shared ownership, common operating practices, and effective delivery.
- Talent trained across capabilities to better manage surge demand, improve team ' s unity across all delivery and enable a more comprehensive career progression for HYD talent.

Required Skills:

- Proven track record of performing or managing large teams focused on field targeting, GTM strategy and NBA Ops
- Ability to inspire and guide cross-functional teams towards achieving strategic objectives
- Experience in collaborating with the senior leadership to align field GTM and targeting with the broader business objectives
- Strong understanding of the market dynamics, competitive landscape, and industry trends in pharmaceuticals
- Exceptional communication and interpersonal skills, with the ability to effectively liaise between field teams and senior management. Demonstrated ability to foster a culture of continuous improvement and data-driven decision-making
- Proficiency in using advanced analytics tools and technologies
- Deep understanding of Data Science techniques, hands-on experience of predictive modelling, foundational statistics
- Deep understanding of field GTM workstreams including, GTM design, FTE sizing, field territory alignment and connection with downstream capabilities
- Proficiency in data science tools and software, such as Python, PySpark, R, Databricks etc

Location: Hyderabad NKC | Hybrid | 3 days a week in office is mandatory.

Direct Reports: 5-8 Associates

Team size: 15+ Associates

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
US

Business Unit
General Management

地点
India

站点
Hyderabad (Office)

Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6aec18d55eda6679263290", 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 } }; }
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// 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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