

CRM & Immunology TA Head

Job ID
REQ-10091034

十月 27, 2026

Ukraine

摘要

As an Associate Director for this brand, play a pivotal role enabling a successful launch and its new indications, driving brand performance within core markets and sets a foundation of launch success for next blockbusters.

As a TA head leads and develops a high-performing sales and marketing team and builds effective and enduring business relationships with key customers/ stakeholders.

Typically leads a very small country revenue organization, covering both sales and marketing activities, with responsibility to drive performance and develop operational strategy of a specific product portfolio.

About the Role

Major accountabilities:

- Accountable for delivering the TA sales, market share, and profitability to meet or exceed budget targets.
- 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.
- Responsible for the budget and financial performance of the unit.

(Launch and Execution)

- Lead the launch readiness strategic plan of current and future brands in the key markets/regions.
- Drive country brand performance discussion and assess excellence in execution within prioritized markets, leveraging standardized KPIs across Tas.
- Active monitoring of key market events, HCP insights and competitive landscape to aid creating robust strategies and tactics.
- Develop & implement a cross-functional TL (thought leader) engagement strategy for the launch of new indications
- Accountable for overall commercial budget and alignment with cross functional team.
- Build a cross-functional “One Brand Plan” derived market opportunity assessment, stakeholders value drivers, competitive assessment and integrated insights.
- Lead without direct authority a “one-team” cross functional mindset role-modelling clear expectations on focused prioritization for co-created with priority markets and cross functional partners.
- Continuous engagement with priority markets and Regions to provide guidance on the strategic direction and collect external insights.
- Active and influencing collaborator to pipeline teams on behalf of commercial providing input into early commercial opportunities, clarify best clinical development plan that leads to optimal value.
- Provide strategic input into clinical development plan at the GPT meetings to ensure a path to commercialization for future indications and pipeline assets.
- Key member of critical strategic boards that evaluate business development opportunities, assess and refine strategies, and optimize LCM (eg. RDC).
- Ensure strong leadership and guidance on all commercial execution excellence requirements, ICE, field execution, FF messaging, targeting, call plan etc...
- Ensure adherence to all internal, external codes and ethics requirements.
- Ensures alignment to all Ethics, Risk & Compliance policies and manage key processes.
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt.
- Distribution of marketing samples (where applicable)

Key performance indicators:

- Maximization of launch readiness and portfolio value/ growth of key assets for key markets
- Financial & Business results (Revenue growth, Profitability, Market share)
- Strategy/Market Focus (Resource allocation, Long-term BU strategy and planning, Market access effectiveness/impact, Novartis market reputation)
- Operational Excellence (Delivery against development milestones, Product launch success)
- People, Capabilities, and Management (Our Voice survey, Talent development, talent acquisition, Culture, D&I KPIs, Succession Plans strength, High profile turnover, Code of

Ethics)

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 \(PDF 30 MB\)](#)

部門
International

Business Unit
General Management

地点
Ukraine

站点
Kyiv

Company / Legal Entity
UAP0 (FCRS = CH024) NOPH SERVICES UKRAINE

Functional Area
Commercial & General Management

Job Type
Full time

Employment Type

Regular

Shift Work

No

```
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"kalturaplayer6ae3dccf632e7926707595", provider: { widgetId: "10m7rm1pm", partnerId:
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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"]) {
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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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