NOVARTIS

Integrated Insights Business Partner

Job ID
REQ-10092879

十一月 20, 2026

Denmark

摘要

Location: Espoo, Finland | Kista, Sweden | Copenhagen, Denmark | Oslo, Norway
Scope: Cross-Nordic

As Integrated Insights Business Partner Nordics, you will be a strategic partner to our Commercial and Value & Access (V&A) teams, generating actionable insights that enable better, faster and more informed business decisions across the Nordic organization.

You will bridge strategy and execution by translating Therapeutic Area (TA) and V&A priorities into clear insights and business analytics questions. Working closely with the Data, Analytics & Platforms (DAP) pillar and external research partners, you will orchestrate the delivery of integrated insights across market research, performance analytics, competitive intelligence and forecasting.

This is a highly collaborative, cross-functional role with the opportunity to influence strategic decision-making across the Nordics and help turn complex data into meaningful insights that ultimately support better outcomes for patients.

About the Role

Key Responsibilities

Integrated Insights Partnership & Demand Shaping

- Act as the primary Integrated Insights partner for assigned Therapeutic Area(s) and/or V&A, consolidating insight and analytics needs across Commercial, TA and V&A stakeholders.
- Translate strategic priorities into clear insight needs and key business analytics questions.
- Plan and execute primary and secondary market research, including patient journeys, segmentation, positioning, market mapping, competitive intelligence and landscape assessments.
- Integrate internal KPIs with external data sources to generate holistic insights on market, customer, patient and brand performance.
- Maximize the use of existing international and local research through knowledge-management platforms before commissioning new research, reducing duplication and increasing efficiency.
- Act as a key Nordic point of contact for internationally driven primary market research.
- Coordinate external data acquisition, including panels and syndicated data sources, in line with Integrated Insights standards.
- Support effective reporting and build data literacy around market, sales and patient data.
- Act as the TA point of contact for relevant secondary data sources, including IQVIA datasets and solutions.

Forecasting & Market Model Support

- Develop and maintain relevant market assumptions for forecasting, including epidemiology, market uptake, competitor events and access milestones.
- Partner with DAP to translate business assumptions into dashboards and analytics, co-creating research designs as well as KPI and Commercial Success Indicator requirements.
- Collaborate with TA, Finance and V&A to provide market and access inputs into product and TA forecasts and scenario planning.
- Assess growth opportunities and help establish a **single, aligned set of market assumptions** across functions.
- Provide relevant insights and inputs to Field Excellence for incentive target setting.

Data Analysis & Interpretation

- Define and align relevant KPIs to measure business performance and support strategic decision-making.
- Analyze complex datasets from multiple sources to identify meaningful trends, patterns, opportunities and risks.
- Generate insights across areas such as market and financial performance, competition, source of business, customer engagement and patient dynamics.
- Conduct in-depth analysis of market trends, customer behaviors and the competitive landscape to identify opportunities and potential threats.

Reporting & Data Storytelling

- Transform complex data and analysis into **clear, actionable business insights and recommendations**.
- Develop compelling reports, presentations and data stories for senior and cross-functional stakeholders.
- Collaborate with data teams to ensure data quality and integrity and identify opportunities to enhance existing data products, dashboards and analytics capabilities.

Key Performance Indicators

Success in this role will include:

- Delivery of prioritized TA and V&A insight roadmaps within agreed timelines.
- Quality, relevance and actionability of insights for Commercial, TA and V&A stakeholders.
- Robust and clearly articulated market assumptions supporting forecasting and scenario planning.
- Strong cross-functional alignment between TA, V&A and Finance.
- Adoption and effective use of DAP dashboards and Integrated Insights standard solutions.
- High-quality and timely delivery of primary and secondary market research.
- Clear evidence that insights are being translated into business decisions and actions.

What You'll Bring to the Role

Education

- Bachelor's degree in **Life Sciences, Business, Economics, Market Research or a related field**.
- Advanced degree strongly preferred.

Experience

- **8+ years of experience** in Integrated Insights, market research, business analytics, commercial strategy or a related discipline within pharmaceuticals, biotechnology or healthcare.
- Strong experience supporting TA and/or V&A planning, including brand planning, access strategy and forecasting.
- Deep understanding of insights and analytics, covering **business analytics, primary and secondary market research, competitive intelligence and forecasting**.
- Strong commercial understanding of the pharmaceutical industry and demonstrated ability to translate market dynamics into meaningful business implications.
- Experience applying market research, forecasting and business analytics methodologies to generate integrated insights.
- Strong ability to analyze and synthesize complex data and transform it into business-relevant recommendations.

- Experience leveraging digital innovation, data and analytics to improve business outcomes and customer value.
- Ability to constructively challenge senior stakeholders, ask the right strategic questions and collaborate to identify solutions.
- Strong strategic, analytical, creative and integrative thinking.
- Excellent data storytelling, communication and presentation skills, with the ability to influence senior stakeholders.
- Experience with relevant analytics and data tools, such as **Power BI, SQL and Alteryx**.
- Understanding of the pharmaceutical regulatory environment, industry codes and market research compliance requirements, including adverse event reporting.
- Strong ethical mindset and alignment with Novartis values.

Languages

- Fluency in **English** is required.
- Relevant **local country language** is required.

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: 559,300.00 - 799,000.00 - 1,038,700.00 DKK 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
kr559,300.00 - kr1,038,700.00

部门
International

Business Unit
General Management

地点

Denmark

站点
Copenhagen

Company / Legal Entity
DK06 (FCRS = DK006) Novartis Healthcare A/S

Alternative Location 1
Espoo, Finland

Alternative Location 2
Kista, Sweden

Alternative Location 3
Oslo, Norway

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6b008bb541dbe983604319", 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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