

# Sr. Integrated Insights Manager

Job ID  
REQ-10020880  
Sep 10, 2024  
India

## Summary

-Local Brand Managers OR global / regional / local sub-function specialists within a specific marketing sub-function. -Define product strategy in agreement with local management and global marketing department, and implement supporting tactical plans/projects.

## About the Role

### Senior Manager - Integrated Insights

### Location – Hyderabad #LI Hybrid

#### About the Role:

Explore, develop, implement, and evaluate Digital innovation solutions that address customer needs. Co-create with key customers to build partnerships & collaborations. Lead the delivery of multiple projects across a variety of creative and marketing channels, including print and digital media. Develop and coordinate project plans across the design, development, and production stages of a project to support the successful delivery within set KPI's. Works in collaboration with brand teams technical teams & all functions to enhance value. Provides consultancy, advice, and assistance on strategy for commercialization of products, and influence marketing/Marketing Sales Operation team on decision making on Sales Force resource allocation in most optimal ways, through delivery of proven analytics-based projects. Provide analytics support to Novartis internal customers.

#### Key Responsibilities:

- Integrated Insights Manager will be a strategic partner for a global brand across Novartis divisions and geographies; helping them shape commercial strategies based on robust analytics and data driven insights also would need to collaborate seamlessly with other functional teams within NBS CONEXT's such as (but not limited to) Forecasting, Business Analytics, Primary Market Research, Competitive Intelligence
- Provides strategic insights to Global Program Team (GPT)/Global Brand Team (GBT) to that shape/develop program/brand strategy. Brings deep understanding of therapy area, market and partners (e.g. patients, ECPs, payers, and regulators)
- Integrates research, intelligence and analytics to generate insights that facilitates decision making
- Leads or actively participates in key processes like Strategic Planning, Budgeting etc.

- Supports key development decision points (DDP, FDP) with relevant commercial assessments
- Facilitates planning and execution of insights activities in line with brand/ portfolio strategy in collaboration with other NBS functions ensuring high efficiency and quality
- Brings localized insights into Brand / Program strategy by collaborating with Regional/local teams. Ensures compliance to key Novartis processes (POP-PSP, etc.) across all activities.

### **Essential Requirements:**

- Master's / Bachelor degree in Pharmacy / Science / Medical is essential and with MBA is preferred
- Candidates with minimum 7 +years of experience in Brand Management , Consulting experience acquired at pharmaceutical companies and /or strategic, marketing, or health care consultancy companies.
- Superior analytical skills – high comfort in using tools (eg Excel) to analyze and visualize data via standard tools/charting methods
- Self-Driven and has ability to effectively present and defend analyses
- Project Management Excellence in facilitation of international, cross-functional teams within a high matrix environment

### **Desirable Requirement :**

- Proven teamwork and collaboration skills. Ability to manage multiple partners / projects
- Takes initiative to drive standardization of reports across brands

**Why Novartis:** Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

**You'll receive:** You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

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professionally: <https://www.novartis.com/careers/benefits-rewards>

Division

Operations

Business Unit

CTS

Location

India

Site

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

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