

Business Excellence & Execution Head

Job ID
REQ-10035108
Jan 14, 2025
Egypt

Summary

To lead, manage and develop the overall performance of the Mature Brands portfolio through digital promotion only. Leads the adoption of new commercial models and Next Generation Engagement (NGE) models. Leads the organization in utilizing data science and Business Analytics (including latest technological tools and AI). The role is responsible for commercial capability building across the Customer facing Organization. Drives Customer engagement Performance, effective localization of global digital platforms, and maintains a strong external network of digital and AI solution providers. The role is also responsible for driving overall External Effectiveness & Analytics (EEA) through sales/field force optimization and assessment / evaluation of various sales practices and their effectiveness i.e. CRM tools/systems, segmentation, sales processes and incentive programs.

About the Role

Major accountabilities:

- **Mature Brands**
- Accountable for delivering mature brands performance with respect to sales, market share and profitability to meet or exceed budget targets
- Leveraging targeted strategies and innovative, cost-effective GTM models to efficiently commercialize non-priority diverse set of brands. Use digital engagement channels, innovative access models & cross-portfolio reimbursement deals / discounts to maximize value across the lifecycle, including Business-to-business selling, account management and contracting focus, “non-personal promotion” to HCPs
- Incorporate opportunities to maximize lifecycle value and differentiate beyond efficacy to address non-clinical barriers and product enhancements (e.g., devices, digital services)
- **Business Excellence & Operations**
- Responsible for adopting, updating and implementing new go-to-market strategies, with the aim to innovate, accelerate Patient Journey and secure future competitive advantage.
- Drives adoption of Innovative commercial models across the organization
- Drives operations, ensures implementation and follow up of commercial execution initiatives to achieve best possible outcomes meeting customer and patient needs. Manage budget process and monitor execution
- Leads Events management team to support execution of Commercial activities and Group Events
- **Commercial Capability Building**
- Leads and designs an organization-wide Sales & soft-skills functional learning and capability building programs (Marketing, Sales, Market Access & Medical) making sure proper skills and capabilities for long-term business success exist
- **Customer Engagement & Experience (Data & Digital)**

- Develops multi-channel digital strategy and solutions to enhance customer engagement as well as strengthen digital capabilities
- Ensures capabilities and toolsets to enable data-driven decision making across business including the measurement of customer engagement and experience
- Drive Customer engagement Performance: Quantity & Productivity (of targeted customer engagement, Quality & Mix (impact on business and voice of customer 'VOC') to support the in-market performance of priority brands
- Drives effective localization of global digital platforms to develop and implement fit-for-purpose digital solutions to maximize the number of patients and benefits/outcomes for our priority brands and disease areas
- Leads implementation of digital/technology/AI solutions to continuously improve the standard solution portfolio to enable priority brand teams to increase customer engagement and market share
- **External Effectiveness & Analytics (EEA)**
- Ensures consistent measurement and monitoring (metrics, KPIs, etc) of external competitiveness and execution (e.g., benchmarks against competitors, audits such as STEM, IMS and ATUs, market share progression, NRx/TRx tracking etc)
- Deploys and follows up on processes across TA's ensuring compliance and the implementation of business Rules/Processes & Practices for correct Customer Data Management CRM
- Work with the TA Heads to ensure appropriate Field-force resource allocation for the medium to long term business strategies
- Drive overall sales/field force optimization and success in meeting their targets and objectives; understand success factors and root cause driving outcomes
- Assess and evaluate effectiveness of various sales practices i.e. CRM tools/systems, segmentation, sales processes and incentive programs
- Owns the process of Sales Incentive planning and implementation
- Provide Sales force analytics support and sales targeting process distribution by developing, tracking and sharing relevant sales metrics

Key performance indicators:

- Financial targets (Revenue, contributions, productivity improvement, cost management), quality: as per KPIs and qualitative feedback from the Country, improvement of predefined Business metrics

Minimum Requirements:

- Proven track-record of P&L and commercial management responsibility (Previous Franchise Head role is preferred)
- Extensive years of experience in leadership positions within the pharmaceutical industry
- Good understanding of digital trends & solutions, technology platforms and products
- Expertise in Customer Engagement business processes and innovative engagement platforms
- Proven sales and marketing management skills
- Extremely well-developed understanding of country regulatory and market environments
- Proven understanding of product launch and product commercialization processes
- Proven ability and experience of risk management
- Strong results orientation, and willingness to have extensive involvement in day-to-day operations

Business partnership, multi-stakeholder collaboration and influencing across matrix

Languages :

- English.

Commitment to Diversity and Inclusion:

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

Novartis is a proud member of the *ILO Global Business and Disability Network* and the *Valuable 500*, promoting the inclusion of people with disabilities in workplaces around the world. We also collaborate with international partners, such as *Disability: IN*, *Purple Space*, and *Business Disability Forum* to identify and develop best practice solutions to enable people with disabilities to participate as equal members of our organization.

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>

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Division

International

Business Unit

Innovative Medicines

Location

Egypt

Site

Amiria

Company / Legal Entity

EG02 (FCRS = EG002) Novartis Pharma S.A.E

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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