

# (Sr.) Launch Excellence Manager

Job ID  
REQ-10035453  
Jan 04, 2025  
Taiwan

## Summary

Launch Excellence Manager is responsible for developing commercial strategy of new product planning (NPP) and ensure launch excellence (LE) for launches. Lead and coordinate the commercial assessment of pipeline assets, identify growth opportunities, develop pre-launch plans for responsible assets, and ensure launch excellence to drive the long-term strategy development for the country and achieve successful launches for Novartis Taiwan.

## About the Role

### Major accountabilities:

- Lead/coordinate NPP commercial assessment of pipeline assets and identify growth opportunities for future launches
- Partner with NPP medical and NPP access teams to map out the Taiwan NPP pipeline, conduct holistic assessments, and generate proposals to the management team
- Structure a long-term pipeline strategy for Novartis Taiwan, incorporating holistic analysis and maximizing business potential
- Develop pre-launch plans for responsible assets and guide a cross-functional launch team to ensure launch readiness
- Guided a cross-functional launch team to ensure launch excellence and readiness (asset archotyping, LRR, PLR) with APMA Launch Excellence framework
- Act as Launch Excellence champion and create excitement, enthusiasm about new launches Being the primary contact and coordinating country (and above) Launch Excellence discussion

### Key performance indicators:

- Successful completion of NPP commercial assessments with identified growth opportunities.
- Effective development and implementation of pre-launch plans for responsible assets.
- Alignment of long-term pipeline strategy with Novartis Taiwan's objectives.
- Adequate preparation and execution of launch activities, as evidenced by positive LRR and PLR outcomes.
- High engagement and enthusiasm among stakeholders for new launches.
- Efficient coordination of Launch Excellence discussions at various organizational levels.

### Minimum Requirements:

### Work Experience:

- Bachelor's degree or above; preferably with medical science related or pharmacy background. MBA and consultant experience will be a plus
- At least 3-year experience in leading pharmaceutical product strategy
- In-depth understanding of the Pharma market including key dynamics, competitors, country regulatory, and market access environments (reimbursement and private)
- Strong data planning and analysis capability
- English fluency and capability of above county communication
- Influential leadership in matrix teams, strong in teamwork, communication and able build alignments
- High learning agility and curiosity for innovation and exploring new concepts

#### **Skills:**

- Strong analytical skills
- Strategic Thinking and Planning
- Agility
- Commercial Excellence
- Cross-Functional Collaboration
- Influencing Skills
- Marketing Strategy
- Operational Excellence
- Stakeholder Engagement

#### **Languages :**

- Fluent in English speaking, writing and reading; Mandarin is a must

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Division

International

Business Unit

Innovative Medicines

Location

Taiwan

Site

Taipei

Company / Legal Entity

TW03 (FCRS = TW003) Novartis (Taiwan) Co. Ltd

Functional Area

Marketing

Job Type

Full time  
Employment Type  
Regular  
Shift Work  
No  
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