

# Therapeutic Area Head

Job ID  
REQ-10035822  
Feb 26, 2025  
Cyprus

## Summary

To lead, manage and develop the overall performance of the therapeutic area's current and future product portfolio, with oversight of the execution of pre-launch and launch plans across all line functions (Access, Commercial/Medical) in Cyprus and Malta. To develop a high-performing sales and marketing team and build effective and enduring business relationships with key customers/ stakeholders. To deliver sales and profits within agreed budgets and drive the implementation of innovative commercial and partnership models. To lead a revenue organization covering both sales and marketing activities with direct responsibility for P&L for the TA, and the strategic & operational issues.

## About the Role

### Your responsibilities:

### Your responsibilities include, but are not limited to:

- Accountable for delivering the therapeutic area brand performance with respect to sales, market share, and profitability to meet or exceed budget targets
- Define, drive and oversee the launch planning and execution of upcoming key launches by ensuring seamless cross-functional and (as applicable) cross-divisional collaboration
- Partner with other TA heads and support in the development of an agile, customer-led digital and customer solutions strategy which meets the evolving needs of the business, our customers and patients.
- Develop and strengthen strategic relationships with customers (e.g. physicians, key accounts, specialty pharmacies, KOLs and payors) to support medical and commercial activities in alignment with compliance guidelines
- Coordinate and manage cross-functional teams (Sales, Marketing, Medical, Value & Access) to effectively execute on prioritized tactics
- Drive the spirit of "ONE Team" across all functions (TA first) and build diverse, effective & agile teams who deliver consistently.

## Minimum Requirements

### Education

- University degree (science, business, policy)
- *MBA or Doctoral degree (MD/Pharm. D/PhD) will be considered an asset*

### Languages:

- English & Greek fluent spoken & written.

**Experience:**

- Senior leadership background experience with multiple Business Unit is a plus.
- Strong Cyprus healthcare system expertise and experience and pharma/healthcare market.
- Experience in leading sales and marketing teams.
- People Management experience for at least 3 years
- Strong track-record in launching and pre-launching in a specialty care market
- Develop and lead a high-performing team.
- Cross-functional expertise leading highly complex projects.

**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?

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Division

International

Business Unit

Innovative Medicines

Location

Cyprus

Site

Cyprus

Company / Legal Entity

CYP0 (FCRS = CH024) NPHS RO Cyprus

Functional Area

Commercial & General Management

Job Type

Full time

Employment Type

Regular

Shift Work

No

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