

# Commercial Excellence Lead

Job ID  
REQ-10038440  
Feb 18, 2025  
Ireland

## Summary

-A Commercial Excellence Lead is responsible for driving initiatives that enhance customer engagement and optimise commercial strategies. This role involves understanding customer potential and motivations, targeting and segmentation, and providing leadership on customer-specific content. The Commercial Excellence Lead also oversees the sequencing of omnichannel engagement steps, tailoring customer experience journeys, and ensuring optimal allocation of time and channels through dynamic resource optimization. Additionally, this role leads on fieldforce productivity KPI's, data driven insights and leading capability-building approaches for field force and marketing teams. The Commercial Excellence Lead collaborates with the therapeutic area functions to drive performance, supports launch excellence initiatives, and manages business-critical processes and systems.

## About the Role

### Major accountabilities:

- Devise customer centric strategy for the business to support the therapeutic areas.
- Drive initiatives to understand customer potential and motivations, including customer targeting and segmentation.
- Provide leadership on approaches to creating customer-specific content.
- Design and sequence omnichannel engagement steps to tailor customer experience journeys, fostering behavior changes.
- Lead initiatives for the optimal allocation of time and channels using Dynamic Resource Optimization (DRO), with dynamic tracking to enhance performance.
- Harmonize core KPIs and generate closed-loop insights on customer behaviors and activities to support marketing and sales teams.
- Provide leadership on omnichannel approaches in Ireland, collaborating with OCE Leads in other markets to share and adopt best practices.
- Lead capability-building initiatives for FF and marketing teams, including 6IB selling, Rep of the Future, and Leader of the Future programs.
- Define and track FF productivity KPIs in collaboration with TA Heads and BE&E Head.
- Manage the FF incentives process for Ireland.
- Oversee country-level performance visualisation through dashboards and monthly reporting.
- Support the business with launch excellence initiatives, ensuring readiness and alignment with strategic goals.
- Act as the Digital Governance Champion for Ireland, ensuring compliance and effective use of digital tools and platforms.
- Own the implementation, management, training, and support of business-critical processes and systems.

- Impact of resource allocation decisions - Timeline, quality and budget of projects - Efficient functionality of business systems - Accurate implementation of the incentive scheme and payment calculations - Implementation and delivery of launch and post launch measurements

### **Minimum Requirements:**

- **Strategic Thinking:** Ability to design and implement customer-centric strategies.
- **Leadership:** Strong leadership skills to guide cross-functional teams and capability-building initiatives.
- **Analytical Skills:** Proficiency in analysing data and generating actionable insights.
- **Communication:** Excellent written and verbal communication skills, with the ability to influence stakeholders at all levels.
- **Technical Proficiency:** Familiarity with omnichannel tools, resource optimization platforms, and performance dashboards.
- **Project Management:** Strong organisational skills to manage multiple initiatives simultaneously.
- **Collaboration:** Ability to liaise with global and local teams, sharing and adopting best practices
- **People Management experience**

### **Work Experience:**

- Proven experience in a commercial excellence, sales, marketing, or related role within a pharmaceutical, healthcare, or similar industry.
- Demonstrated ability to lead cross-functional initiatives, devise and drive customer engagement strategies.
- Experience in omnichannel marketing and resource optimization.
- Strong track record of managing KPIs and performance metrics.
- Familiarity with digital tools and governance in a commercial context.
- People management experience

### **Skills:**

- Analytical & Strategic Skills.
- Business Dashboards.
- Business Performance Management.
- Coaching.
- Commercial Excellence.
- Customer Engagement.
- Customer Experience.
- Customer Satisfaction.
- Data Analytics.
- Delegation.
- Finance.
- Internal Communications (Ic).
- Multitasking Skills.
- Product Rollout.
- Project Planning.
- Sales Operations.
- Salesforce CR

### **Languages :**

- English.

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Division

International

Business Unit

Innovative Medicines

Location

Ireland

Site

Dublin (Country President Office (CPO))

Company / Legal Entity

IE02 (FCRS = IE002) Novartis Ireland Ltd

Functional Area

Sales

Job Type

Full time

Employment Type

Regular

Shift Work

No

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