

# Customer Engagement Lead

Job ID  
REQ-10039380  
Mar 04, 2025  
Netherlands

## Summary

Lead and coach a team of customer engagement managers responsible for optimizing the patient journey (PJ), customer-in engagement and overall product implementation in the Netherlands for assigned territories. Guiding the TA squads in identifying hurdles and opportunities in the PJ to accelerate adoption of the product for patients. Accountable for building team capabilities in line with a customer-in pull engagement approach in which the value proposition of the product(s) is understood by customers and other relevant stakeholders. Responsible for building and coaching a team that demonstrates business ethical behavior and is able to establish strong foundations for successful future launches by mastering a fast-changing environment and building sustainable networks throughout the lifecycle of our innovative medicines. Support excellence in account planning and account plan implementation and share successes & learnings across the franchises and region.

## About the Role

Description:

- Accountable for achieving own and team's agreed adoption & performance targets
- Is a leader in driving change and can-do mentality of the team by establishing a positive culture and drives cross-functional collaboration in the TA squads.
- Defining and monitoring the Adoption/Outcomes KPIs at a national level and for each customer engagement manager and aiding network activation (peer-to-peer) efforts by customer engagement managers.
- Hiring, training and developing the customer engagement manager team on both the scientific /medical knowledge as well as the communication and behavior change skills.
- Coaching the customer engagement team on using all available engagement channels, personalizing the channels mix and tailoring content for optimal customer engagement. Identifying and advocating equipment needs and requirements to maximize the BDM team efficiency.
- Consolidating and reporting key insights coming from customer engagement managers and coordinating relevant NVS stakeholders to address the insights.
- Manage relationships with key accounts' decision makers and key opinion leaders; and other colleagues across business functions to achieve desired results.

Drive behavioral changes (influencing skills of team) at ME level. "The right product for the right patient"

Ideal background:

Change management track record Proven customer/ account management Strong leadership standards including energizing the team. Experience in sales, account & project management Detailed understanding of health care system Launch experience preferred Demonstrated ability to create and execute strategies Previous medical, scientific or access background/experience preferred Preferred knowledge in therapeutic area

Fluent Dutch & English

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Division

International

Business Unit

Universal Hierarchy Node

Location

Netherlands

Site

Amsterdam

Company / Legal Entity

NL08 (FCRS = NL008) Novartis Pharma NL

Functional Area

Sales

Job Type

Full time

Employment Type

Temporary (Sales Manager) (Fixed Term)

Shift Work

No

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