

# Customer Engagement Lead

Job ID  
REQ-10039380  
März 04, 2025  
Niederlande

## Zusammenfassung

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

**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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Abteilung  
International  
Business Unit  
Universal Hierarchy Node  
Ort  
Niederlande  
Website  
Amsterdam  
Company / Legal Entity  
NL08 (FCRS = NL008) Novartis Pharma NL  
Functional Area  
Der Umsatz  
Job Type  
Full time  
Employment Type  
Temporary (Sales Manager) (Fixed Term)  
Shift Work  
No  
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