

# Business Excellence & Execution IM Head, Mexico

Job ID

REQ-10025427

Oct 21, 2024

México

## Resumen

-Accountable for achieving targets on sales, and growth, generating and managing partnership deals, as well as guaranteeing execution of transformational initiatives based on a deep understanding of the customers/market place, key dynamics, policies and innovation happening within and out of pharmaceutical industry. To support sustainable growth as well as to leverage strong commercial execution capabilities, provide expertise on specific areas such as Commercial Excellence, Digital and Launches while helping to coordinate and leverage the execution of commercial plans and growth initiatives. Responsible for defining the appropriate portfolio mix and portfolio strategies; Monitoring the marketing/sales campaigns with respect to milestones and budget

## About the Role

### Major accountabilities:

- Leading the Novartis Leadership team transformational agenda
- Working together with customer facing teams and continuously challenge business models and status quo to always be pioneers that respond/anticipate to current and future customer and market needs
- By planning, incubating and embedding strategic innovation capabilities into Novartis operations
- Guaranteeing the execution of transformational initiatives based on deep understanding of customers/marketplace, key dynamics, policies and innovation happening within and beyond the pharma industry
- Delivering contribution targets of the IBBI portfolio through innovative, efficient and scalable engagement and commercial models.
- Championing and gatekeeping, in permanent collaboration with Therapeutics areas, Access & Medical heads, the strategic implementation of our customer centric strategy. Leading and progressing (by example) the agile ways of working transformation towards a seamless & unsoiled value creation for customers
- accelerating the transformation of our business model through new and innovative ways of engaging and delivering value to all relevant customers across our healthcare ecosystems
- Consolidate the integration and adoption of NVS digital engagement ecosystem
- Embedding data-based decision making into all strategic decisions
- Develop capabilities and build frameworks that strengthen NVS value proposition as healthcare ecosystem partners.
- Build strong and empathic collaborations with colleagues at local and regional level  
Consolidate BE&E as the innovation capabilities in-bound / out bound powerhouse

### Key performance indicators:

- Financial & business results: Revenue, Management Result, Personnel Costs -High quality and timely implementation of key Sales Force Effectiveness/Marketing initiatives in alignment with local requirements.

### **Minimum Requirements:**

#### **Work Experience:**

- Positive record of performance and behaviors
- Demonstrated success record in managing healthcare business units (marketing & sales)
- Demonstrated track record of delivering business value through nontraditional strategies in healthcare industries
- Evidence of leading strategic initiatives through cross organizational collaboration (beyond her/his own area and with peers and non-peers)
- >3 yrs proven record of DIRECT healthcare ecosystem stakeholder management and direct engagement (including HCPs and Payors within public and private sectors)
- Demonstrated senior team leadership and talent development skills (evidence of high-performance teams and record of talent promotions)
- Proven results (success cases) in developing and implementing (leading and/or direct collaboration) multichannel (including, but not limited to, digital channels) customer engagement marketing strategies (preferably in healthcare)
- **Desired:** - - >2 yrs experience working in agile organizations and/or leading teams through agile was of working (e.g scrum)

#### **Skills:**

- Agility.
- Brand Awareness.
- Cross-Functional Collaboration.
- Customer Engagement.
- Customer Experience.
- Customer Insights.
- Data Analytics.
- Digital Marketing.
- Go-To-Market Strategy.
- Influencing Skills.
- Inspirational Leadership.
- Marketing Strategy.
- People Management.
- Product Positioning.
- Product Roadmap.
- Sales.
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Marketing.

#### **Languages :**

- 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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División

International

Business Unit

Innovative Medicines

Ubicación

México

Sitio

INSURGENTES

Company / Legal Entity

MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.

Functional Area

Márketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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