

# Country Therapeutic Area Head IM

Job ID  
REQ-10039634  
Feb 20, 2025  
Hungria

## Resumen

Location: Budapest, Hungary. Hybrid.

The Neurology and Immunology Therapeutic Area Head is responsible 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). 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 models. Lead is covering both sales and marketing activities with direct responsibility for P&L for the TA, and the strategic & operational issues.

This position reports into the CPO Head of Hungary.

## About the Role

### Your Key Responsibilities:

Your responsibilities include, but not limited to:

- Accountable for delivering the TA sales, market share, and profitability to meet or exceed budget targets. Defines, develops and oversees short and long-term strategic marketing (and sales) plans in line with regional & global marketing strategy. Monitors market trends, sales and product performance, conducts regular reviews against plans and takes corrective action as required.
- Drives the growth of the Therapeutic Area by establishing growth plans for existing products, effectively manages their life cycle, successfully launches line extensions and new products; establishes and manages effective strategic partnerships. Defines, drives and oversees the launch planning and execution of upcoming key launches by ensuring seamless cross-functional and (as applicable) cross-divisional collaboration.
- Supports strategic portfolio development activities for the business. Works with the global, regional and country teams to support commercial assessments, new product development, forecasting, product licensing and lifecycle management.
- Develops and strengthens 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. Optimizes sales force performance and return on investment.
- Enhances sales force capabilities and continues to develop innovative commercial strategies to ensure success in an evolving healthcare environment. Partners with other Therapeutic Area heads and supports 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.

- Drives effective, tiered market support to interpret, localize and operationalize launch strategies and deliverables, acting as primary interface and escalation point for major IMI markets. Responsible for the budget and financial performance of the unit. Ensures alignment to all Ethics, Risk & Compliance policies and manage key processes.
- Successfully lead the TA team, managing all people-management related processes (recruiting, performance management, coaching). Identifies and builds key capabilities, talent pipeline and ensure proper development of assigned people.
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt -Distribution of marketing samples (where applicable)

#### **Essential Requirements:**

- Education: Bachelor's or Master's degree.
- Proficient English, both written and spoken.
- Min 7 years of experience within Commercial from Pharma.
- Min 3 years of experience with people leadership.
- Leading without authority.
- Cross functional collaboration.
- Digitally Savvy.

#### **Desirable Requirements:**

- Market access experience.
- International experience, above country roles.

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División

International

Business Unit

Innovative Medicines

Ubicación

Hungría

Sitio

Budapest

Company / Legal Entity

HU02 (FCRS = HU002) Novartis Hungary

Functional Area

Gerencia Comercial y General

Job Type

Full time

Employment Type

Regular

Shift Work

No

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