

Product Manager Junior

Job ID
REQ-10040064
fév 12, 2025
Panama

Résumé

~Apoyar las acciones de marketing y/o formar parte del Equipo de Marca que diseña el plan estratégico de Marketing

About the Role

Key responsibilities:

- Develop, implement and manage strategic and tactical initiatives that respond to the needs of physicians and patients.
- Develop and maintain relationships with main external stakeholders to provide feedback/insights that strengthen the brands' strategy.
- Facilitate the implementation of the strategy through the sales force/KAM
- Follow up on FF performance and execution to capture market insights and identify opportunities.
- Develop the relationship and influence with internal stakeholders in order to ensure the necessary support from each of the areas: medical, RA, access, KAM, strategic alliances, Finance, etc.
- Responsible for creating the sales forecast plan:
 - o Work closely with the LCM to incorporate all life cycle events and market developments into sales forecast figures for a 36-month horizon.
 - o Understand the nature of the competitive market, anticipate possible impacts that may affect the performance and potential of the brands
 - o The sales forecast includes items that will be sold as regular products, bonus product, and samples, if applicable.
- Analyze and monitor market and competitor performance, as well as FOB and DAF performance to ensure compliance with budget objectives.
- Coordinate with your manager and the BPA the creation of the annual financial plan.

Essential requirements:

- University degree
- Working experience within the pharmaceutical industry, preferably in Marketing roles
- Project management
- Advanced Excel
- Fluent in English
- Strategic mindset / agile learning / strong communication skills to multiple audiences

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Division

International

Business Unit

Innovative Medicines

Emplacement

Panama

Site

Panama

Company / Legal Entity

PA01 (FCRS = PA001) Novartis Pharma (Log) Inc

Functional Area

Commercialisation

Job Type

Full time

Employment Type

Regular

Shift Work

No

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