

# Therapy Area Lead (ONCO/Hema & NS/Imm)

Job ID

393468BR

Apr 16, 2024

Ucraina

## Sommario

-To lead, manage and develop the overall performance of the business franchise/unit's current and future product portfolio and deliver sales and profits within agreed budgets. Lead and develop a high-performing sales and marketing team and build effective and enduring business relationships with key customers/ stakeholders. -Typically leads a very small revenue organization, covering both sales and marketing activities, with responsibility to drive performance and develop operational strategy of a specific product portfolio

## About the Role

### Major accountabilities:

- Accountable for delivering the business unit/ franchise sales, market share, and profitability to meet or exceed budget targets -Define, develop and implement short and long-term strategic marketing and sales plans in line with regional & global marketing strategy.
- Monitor market trends, sales and product performance, conduct regular reviews against plans and take corrective action as required.
- Drive the growth of the BU/ BF by establishing growth plans for existing products, effectively manage their life cycle, successfully launch line extensions and new products; establish and manage effective strategic partnerships.
- Define, drive and oversee the launch planning and execution of upcoming key launches by ensuring seamless cross-functional and (as applicable) cross-divisional collaboration -Develop and strengthen 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 -Optimize sales force performance and return on investment.
- Enhance sales force capabilities and continue to develop innovative commercial strategies to ensure success in an evolving healthcare environment -Partner with other franchise heads and support 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.
- Responsible for the budget and financial performance of the unit, ensure alignment to all Ethics, Risk & Compliance policies and manage key processes.
- Successfully lead the franchise team, managing all people-management related processes (recruiting, performance management, coaching).
- Identify and build 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)

### Key performance indicators:

- BU revenue and revenue growth, market share and market share growth, profitability -Operational Excellence -Our Voice survey, D&I KPIs, Capability development, Succession plans strength, High profile turnover

**Minimum Requirements:**

**Work Experience:**

- People Leadership.
- P&L or Unit Accountability.

**Skills:**

- NA.

**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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Divisione

International

Business Unit

Innovative Medicines

Posizione

Ucraina

Sito

Kyiv

Company / Legal Entity

UAP0 (FCRS = CH024) NOPH SERVICES UKRAINE

Functional Area

Gestione commerciale e generale

Job Type

Full time

Employment Type

Regular (Sales Manager)

Shift Work

No

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