

# Director, Product Strategy Lead, Urology/Prostate

Job ID  
REQ-10026496  
Nov 07, 2024  
USA

## Sommario

The Director, Product Strategy Lead, Urology/Prostate will be responsible for identifying strategic opportunities in the US Urology market to further Novartis' leadership in prostate cancer. This role will deliver initial cross-functional US launch strategies/initiatives required to prepare the urology market and the organization for first-class commercial launches, maximize impact and drive adoption through targeted, strategic engagement of urology-specific organizations and networks, including community-based LUGPAs, GPOs, and private equity-owned urology networks. This role will also execute above-indication strategic projects that will drive sustained leadership in the disease area, including developing Novartis' vision and strategy for closing gaps in health equity in prostate cancer in the US and early identification of key competitive and other market trends, building responses to ensure Novartis is optimally placed to navigate these.

## About the Role

### Key Responsibilities:

- In collaboration with Lifecycle Management leads, champion US commercial interests at respective GPTs regarding decisions impacting indications/assets in scope.
- Support Executive Director, PSL, Prostate with prioritization of projects across the prostate portfolio based on available resources and anticipated impact within the urology setting, including identifying opportunities for efficiency improvements specifically tailored to urology practices and networks. Monitor and analyze the evolving treatment and competitive landscape as it applies to urology practices, including monitoring treatment outcomes and treatment decisions identifying trends related to various treatment modalities.
- Cultivate and maintain strategic relationships with key opinion leaders (KOLs) in community urology in order to identify educational needs, strategic opportunities, and gaps that may affect treatment adoption and market penetration in the urology setting. Conduct insight-generation workstreams (research, advisory boards, data analyses, external thought leader engagements, other) to generate deep insights and become a subject matter expert on disease, key stakeholders, competitors, and unmet needs.
- Input into and validate core assumptions within the Novartis prostate forecast, supporting refinement to ensure accuracy of predicted opportunity of indications/assets in scope.
- Partner closely with Competitive Readiness to execute competitive benchmarking, conduct compliant competitive intelligence gathering, develop cross-functional competitive differentiation strategies, conduct scenario planning/simulations, and overall maintain a strategic point of view regarding key market trends and competitors for indications/assets in scope.
- In collaboration with cross-functional teams (e.g., Clinical, Medical, Marketing, NPS, Market Access, PR/Comms, Regulatory), lead development of initial indication positioning, strategic imperatives, and pre-launch tactics for new indications/assets, ensuring close alignment with existing short (1-2 year) and

longer-term (5+ years) prostate strategies. Assemble lean cross-functional launch teams and oversee the development of high-level launch roadmaps based on internal (Launch Excellence) and external best practices; lead reporting to senior management on progress.

- Support integration of new prostate assets into urology-specific networks - strategically, tactically, logistically.
- Lead/support delivery of above-indication strategic projects within prostate cancer beneficial to the portfolio, e.g., addressing health inequities within prostate cancer in the US, landscape assessments of relevant innovations within healthcare.

The ideal location for this role is East Hanover, NJ but remote work may be possible (there may be some restrictions based on legal entity). If associate is remote, all home office expenses and any travel/lodging to East Hanover, NJ for periodic live meetings will be at the employee's expense. This position will require up to 20% travel as defined by the business (domestic and/or international).

### **What You'll Bring to the Role:**

**Education:** Bachelor's Degree in a relevant area is required

### **Essential Requirements:**

- 7+ years in the pharmaceutical, biotech, healthcare, or healthcare consulting industry inclusive of at least 2 different types of cross-functional roles/experience. Cross-functional roles/experience means the associate has worked in different full-time roles for at least 1 year each which can *include commercial experiences in Customer Engagement, Marketing, Market Access, Patient Services, DI&A, Commercial Acceleration, etc.*
- US commercial launch and product lifecycle stages experience, ideally within prostate cancer or radioligand therapy.
- Understanding of Urology-based practices and organizations in the US, including key factors that affect treatment adoption, guidelines, and operational influences.
- 2+ years of direct responsibility for large budget management inclusive of owning key product trade-off decisions as well as 2+ years leading and translating an integrated product strategy requiring global and local alignment
- Holds a network of both regionally and nationally influential KOLs in the Urology community.
- Demonstrated strategic acumen plus strong analytical skills and an ability to generate insights and develop relevant action plans.
- Strong ability to simplify complex concepts & strategies and "tell a story" verbally and in writing. Experience working collaboratively across a matrix organization, including at both the local and global levels.
- Strong influencing skills, and the ability to exercise tact and diplomacy in challenging situations. Ability to lead, manage and motivate teams, with or without authority.

### **Desirable requirements:**

- Global or other country region experience.
- Master of Business Administration (MBA)

**Commitment to Diversity & Inclusion:** Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

The pay range for this position at commencement of employment is expected to be between \$212,000 and \$318,000/year; however, while salary ranges are effective from 1/1/24 through 12/31/24, fluctuations in the job

market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an “at-will position” and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

**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>

**Join our Novartis Network:** Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: <https://talentnetwork.novartis.com/network>

**Benefits and Rewards:** Read our handbook to learn about all the ways we’ll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

#### **EEO Statement:**

The Novartis Group of Companies are Equal Opportunity Employers who are focused on building and advancing a culture of inclusion that values and celebrates individual differences, uniqueness, backgrounds and perspectives. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status. We are committed to fostering a diverse and inclusive workplace that reflects the world around us and connects us to the patients, customers and communities we serve.

#### **Accessibility & Reasonable Accommodations**

The Novartis Group of Companies are committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the application process, or to perform the essential functions of a position, please send an e-mail to [us.reasonableaccommodations@novartis.com](mailto:us.reasonableaccommodations@novartis.com) or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Divisione

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Business Unit

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U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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