

# Head, Human Insights & Analytics

Job ID  
REQ-10028460  
Nov 06, 2024  
USA

## Sommario

The location for this role will be East Hanover, NJ.

## About the Role

The Head, Human Insights & Analytics is responsible for leading the team that will deliver the set of capabilities used by the US Novartis enterprise to develop insights about customers (HCPs, accounts) and patients. This leader will lead the team that will generate meaningful human-level insights and analytics for functional teams, improving our ability to meet customer & patient needs.

This leader will support the team in exploring innovative methodologies to improve insight generation. They will lead the team to identify and implement behavioral research methods that enable the team to identify, study, and determine drivers of desired/undesired consumer behaviors in key situations/contexts which impact Novartis' products and services. Integrate performance analytics (e.g., diagnose current results with aligned KPIs and drivers, provide clarity on root cause) and predictive analytics (e.g., data-driven scenarios and simulations) to explore/address business issues in the context of the disease area or brand. Identify and implement behavioral research methods that enable the team to identify, study, and determine drivers of desired/undesired consumer behaviors which impact Novartis' products and services.

The pay range for this position at commencement of employment is expected to be between \$284,000.00 and \$426,000.00 a 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.

## Major Accountabilities:

- Lead team that will generate meaningful human-level insights and analytics for functional teams, improving our ability to meet customer & patient needs

- Drive delivery of commercial patient and payer insights with fidelity to key business questions related to: Primary & secondary market research, competitive intelligence, precision medicine, customer journey development and omnichannel engagement strategy
- Support assets with insights across the full product lifecycle, including development & launch
- Facilitate connectivity across teams (customer, patient, payer, etc.) to create more integrated insights for commercial partners
- Identify services / offerings that could be automated or productized and applied across multiple functions given repeated use by partners
- Strategically prioritize (with decision science partners and other Insights & Decision Science (IDS) leads) and drive forward insights and analytics considering business need, resourcing and expected impact across the many inbound requests
- Build and accelerate capability around patient-centric data, insights and analytics

### **What you will bring to this role:**

#### **Education** (minimum/desirable):

Bachelor's degree in related field is required; Master of Science and/or MBA preferred

- 15+ years of experience (across pharma / life sciences, with prior experience in analytics)
- Must have data science acumen
- Deep understanding of core aspects of the business strategy and operations in the US with demonstrated proficiency in at least 2 commercial domains (e.g. General Management, Marketing, Sales, Sales Operations/Training, Patient Support, Medical, Market Access)
- Fluency in key domains of customer segmentation, insight generation, precision medicine, market research / CI, positioning & messaging testing, human insights / behavior science
- Must have a strong background in Precision Medicine
- Works effectively across functions as a team player to seamlessly help to achieve common goals without hierarchy, politics, or self-interest
- Proven people management skills with demonstrated success in building, developing, and leading a high-performing teams and culture
- Learning agility a must
- People Management experience in Analytics & Insights organization require
- Must demonstrate deep analytics and data science acumen with experience in applying these skills to HCP, account, patient-level data
- Deep experience in consumer insights, including an application of behavioral and psychological research methodologies.
- Strong communicator with excellent interpersonal skills and team orientation
- Ability to work in a dynamic, fast-paced, multifunctional team environment
- Strong organization skills, detail oriented and customer focused

#### **Why Novartis:**

Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

#### **You'll Receive:**

You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook.

<https://www.novartis.com/careers/benefits-rewards>

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.

**Join our Novartis Network:** If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here:

<https://talentnetwork.novartis.com/network>

**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

US

Business Unit

Innovative Medicines

Posizione

USA

Sito

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

Marketing  
Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
No  
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## Head, Human Insights & Analytics

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