

# Strategy Manager

Job ID  
REQ-10016980  
Juli 24, 2024  
Taiwan

## Summary

Develop and implement integrated brand/s plans for assigned product(s)'s to achieve market share and sales targets. Lead and collaborate closely with cross-functions to ensure full account-ability for strategic and operational plans and solutions, which optimize profitability, market share and revenue growth for the assigned brand portfolio in the short and long term. Pioneer to build ecosystem to propel innovative medical treatment (for RLT/GTx) in Taiwan and establish external partnership to shape government policy and to accelerate patient access and outcomes.

## About the Role

### Major accountabilities:

- Works closely with the Region team to roll-out RLT/GTx marketing strategy and tactics in Taiwan
- Develop and implement integrated brand/s plans for assigned product(s)'s to achieve market share and sales targets.
- Ensures that the regional strategy is implemented and external growth opportunities are adequately reflected in the country plans, at all times in line with regional and global functions;
- Learning agility involves quickly adapting to new information and knowledge about diseases or brands and promptly implementing it into brand execution.
- Analyze relevant industry trends and competitor activities, as well as growth opportunities; translate market intelligence into brand strategies and programs; leverage disease and market knowledge to gain customer insights through the use of appropriate tools and techniques both of the brand as well as competitors.
- Generate brand specific insights through understanding of local key stakeholders mapped and patient journey and brand impact on the medical society; Able to integrate insights to identify gaps and opportunities and translate then to effective and innovative solutions.
- Work collaboratively with business intelligence function to define and shape appropriate market research plans to gather required data and insights
- Utilize insights from the cross-functional team, market research and competitor intelligence to develop and implement strategic and operational plans
- Responsible for manage brand budgets including planning, forecasting, spending, optimization and evaluation of cost effectiveness opportunities.
- Communicate effectively with commercial team to ensure the strategy execution, alignment, and partner with cross-functional and cross-TA team (including patient access, Medical, KAM, etc.) to optimize product performance and adjust plans accordingly.
- Lead and collaborate with cross-functional team, provide an ongoing feedback and directions to create

positive impact and drive the business. Leverage the team's knowledge, skill set and competencies to deliver the right solution to the right patient.

- Build network with cross-country colleagues to exchange knowledge and share best practices
- Manage effective agency partnerships; Work with partnership companies to ensure that positioning and messaging is aligned across companies
- Engages in a continuous learning journey with KOLs to develop advocacy, identify current and future opportunities and insights
- Be recognized as the expert of TA owner by developing and continuously updating knowledge on therapy, products, competitors and market.
- Coordinate with CEP, customer service, supply chain and logistic service provider to enhance the distribution
- Acts as a brand champion creating excitement and enthusiasm both internally and externally
- **Ethics and Compliance**
  - Contribute proactively to build a credible image and positive reputation for Novartis
  - Work within any given legal framework, Novartis Ethics and Compliance policies

### **Minimum Requirements:**

### **Work Experience:**

1. +2 years disease/product strategy experiences, or +2 years sales or customer engagements experiences
2. With radioligand related or gene therapy or rare disease experience is plus
3. Obtain business skills in developing strategy and execution plans, analyzing data to identify insights/opportunity/gaps; good at communication.
4. Good at insight understanding and strategy development
5. Good analytical skills and design thinking capability
6. Able to drive and ensure business plan execution excellence
7. Project excellence: able to demonstrate good leadership in leading, collaborating with cross functions and driving result. (proven track record of project lead is required)
8. Being agile to change, purpose-driven, willing to support others' success

### **Education :**

University degree plus in Health/Life Science related; preferably with pharmacy background; MBA is a plus

### **Languages :**

Fluency in English and Mandarin

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Division

Innovative Medicines International & Chief Commercial Office

Business Unit

Innovative Medicines

Standort

Taiwan

State

New Taipei

Site

Taipei

Company / Legal Entity

TW03 (FCRS = TW003) Novartis (Taiwan) Co. Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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