

# Launch Excellence Strategy Manager

Job ID  
REQ-10020969  
Sep 03, 2024  
Taiwan

## Summary

Launch Excellence Strategy Manager is responsible for designing the commercial strategy and to be the architect for new product planning (NPP) and launch excellence (LE). Through collaboration with internal x-functions they will develop and implement county launch excellence plans. The Strategy Manager needs to take a long-term perspective so that early on they identify bottle-necks, weaknesses and gaps in the Healthcare system which will hinder the product launch. The launch plan will work to remove the hurdles via strategic partnerships with external stakeholders to ensure as many patients as possible benefit from fast access to our innovative medicines.

## About the Role

### Major accountabilities:

- **Identify Unmet Needs and Drive Strategy Development:**
  - Deep dive in patient insights and connect the need of HCS stakeholders.
  - Drive while collaborate with x-functions to evaluation of new assets prioritization, leverage insights obtained from patient, scientific, clinical, product, regulatory and access perspective.
  - Develop a comprehensive long-term strategy to focus therapeutic areas, aligning it with the identified needs and opportunities.
- **Collaborate with Internal and External Stakeholders:**
  - Foster strong collaboration with internal x-functional teams to ensure the strategy incorporates diverse perspectives and expertise.
  - Form strategic partnerships with external stakeholders, including but not limited to healthcare providers, payers, and patient advocacy groups.
  - Leverage these collaborations to co-create initiatives and programs that have a positive long-term impact on patients' benefits.
- **Act as a New-Launch Commercial Strategist and Architect:**
  - Take a leading role in developing and implementing commercial strategies for new product launches.
  - Drive the creation of robust initiatives that align with the company's objectives and market trends.
  - Shape the business environment by identifying and capitalizing on opportunities to create something new from scratch.
- **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

### Key performance indicators:

- Time and quality of launch pipeline and launch readiness development:
  - In-depth insight aggregation
  - Commercial strategy effectiveness e.g. stakeholder awareness, sales forecasting, 5-yr P&L
  - Alignment across cross-function teams and resource optimization
- Successful Strategy Implementation:
  - Measure the effectiveness of the long-term strategy in terms of achieving identified needs and opportunities e.g., awareness trial usage (ATU), progress of must wins
  - Evaluate the level of collaboration and engagement with internal and external stakeholders.
  - Feedback from key stakeholders internally and externally
- 100% compliance

### **Minimum Requirements:**

#### **Work Experience:**

- At least 5-year experience in leading pharmaceutical product strategy
- Experience with cross-disease new product launch and planning in the past 3 years, preferably in the field of Nephrology, Cardiology, Immunology and Oncology
- In-depth understanding of the Pharma market including key dynamics, competitors, country regulatory, and market access environments (reimbursement and private)
- Experience in healthcare system engagement (e.g. market access, government affairs)
- Strong data planning and analysis capability
- Experience in evidence generation strategy
- English fluency and capability of above county communication
- Strong customer engagement skills
- Influential leadership in matrix teams, strong in teamwork, communication and able build alignments
- High learning agility and curiosity for innovation and exploring new concepts

#### **Skills:**

- Agility.
- Analytical Thinking.
- Brand Awareness.
- Building Construction.
- Business Analytics.
- Cross-Functional Collaboration.
- Digital Marketing.
- Marketing Strategy.
- Media Campaigns.
- Project Management.
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Marketing.

#### **Languages :**

- Mandarin
- English.

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TEst Hello

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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