

Sr Product Manager

Job ID
REQ-10024177

10月 01, 2024

Brazil

摘要

-Marketing leader in a small revenue organization OR experienced managers of marketing sub-function. -Develop and drive the execution of brand marketing plans with the objective to maximize market share and revenue growth in the market.

About the Role

Key responsibilities:

- Develop, implement, monitor and quickly adapt Oncology Therapeutic Area ´ s marketing and tactical plan, according to strategic objectives defined for the brand.
- Delivery of the plans in accordance with strategic goals defined in the therapeutical area.
- Lead cross-functional teams and different initiatives to ensure strategic objectives and achievements.
- Prioritize resources and activities to maximize brand ´ s results.

- Lead the field strategy and engagement with main stakeholders. Co-lead the right focus on execution and maximization of opportunities through different channels.
- Evaluate the current market landscape and implement the right strategy to increase the impact of cardiology in public channels.
- Define segmentation, target audience and communication channels with HCPs.

Essential Requirements:

- Experience with leadership of cross-functional team.
- Background in pharmaceuticals industry or correlated markets.
- Strong experience in marketing.
- Strong knowledge of Brazilian Healthcare ecosystem, processes and key stakeholders.
- Holistic ecosystem view, Strategic thinking and Business Mindset.
- Advanced in English.

Desirable Requirements:

- Public channels experience
- Previous experience with oncology will be considered as a differential.

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部门

International

Business Unit

Innovative Medicines

地点

Brazil

站点

Santo Amaro

Company / Legal Entity

BR03 (FCRS = BR003) NOVARTIS BIOCIENTIAS S.A

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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