

## Strategy Manager

Job ID  
REQ-10042275

2月 25, 2025

Taiwan

### 摘要

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.

### About the Role

Major accountabilities:

- Develop and implement integrated brand/s plans for assigned product(s) ' s to achieve market share and sales targets.
- 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 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 practice
- 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 the supply chain to plan stock levels and distribution

Key performance indicators:

- Market share & market share growth.
- TA/sub-TA strategy effectiveness e.g. stakeholder adoption, market share, sales performance, profitability
- Time and quality of launch readiness deliverables
- Manage A&P in compliance with budget and timeline
- 100% compliance
- mpliance with budget and timeline100% compliance

Minimum Requirements:

Work Experience:

- University degree plus in Health/Life Science related; preferably with pharmacy background; MBA is a plus
- +2 years disease/product strategy experiences, or +2 years sales or customer engagements experiences
- Obtain business skills in developing strategy and execution plans, analyzing data to identify insights/opportunity/gaps; good at communication.
- Good at insight understanding and strategy development
- Good analytical skills and design thinking capability
- Able to drive and ensure business plan execution excellence
- Project excellence: able to demonstrate good leadership in leading, collaborating with cross

functions and driving result. (Proven track record of project lead is required)

- Being agile to change, purpose-driven, willing to support others' success

#### Skills:

- Agility.
- Commercial Excellence.
- Cross-Functional Collaboration.
- Customer Orientation.
- Digital Marketing.
- Influencing Skills.
- Marketing Strategy.
- Negotiation Skills.
- Priority Disease Areas Expertise.
- Product Lifecycle Management (PLM).
- Product Marketing.
- Product Strategy.
- Stakeholder Engagement.
- Strategic Partnerships.

#### Languages :

- English.
- Chinese

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部门  
International

Business Unit  
Innovative Medicines

地点  
Taiwan

站点  
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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