

## AD, Integrated Field Deployment and GTM Analytics - IMM

Job ID  
REQ-10047132

12月 02, 2025

USA

### 摘要

Location:  
#LI-Hybrid

The Insights and Decision Science (IDS) team is dedicated to enabling improved decision-making at Novartis by leveraging data and advanced analytics capabilities to generate actionable insights that drive business growth. We collaborate closely with the US business, bringing in-sights and challenging ideas to empower smarter, data-driven decision-making. Reporting into the Dir, Integrated Field Deployment and GTM Analytics, this role is crucial in executing brand-level evaluations and analyses that empower field teams to achieve strategic objectives and enhance their performance.

In this role, you will be instrumental in conducting comprehensive analyses and providing insights that support field operations across various functions. By identifying key drivers of success and areas for improvement, you will contribute to optimizing field strategies and ensuring efficient territory coverage. Your work will align with the broader goals of the IDS team, fostering a culture of data-driven excellence and innovation that propels Novartis towards its mission of improving patient outcomes through strategic insights and effective field deployment.

This position will be located at East Hanover, NJ and will not have the ability to be located remotely. This position will require 15% travel as defined by the business (domestic and/ or international).

## About the Role

### Key Responsibilities:

- Execute a systematic, comprehensive evaluation of the effectiveness (performance) for Novartis field teams at the brand level, ensuring they are empowered to achieve the organization 's strategic goals
- Analyze the results of internal field force studies and surveys to uncover key pain points and drivers of success
- Conduct brand-level analyses (e.g., NBRx, TRx, SF, HCP prescribing activity, NVS/competitor share, key trends)
- Provide analytics on KOL engagement / field force activity to support field teams in a given function (Medical, Novartis Patient Support (NPS), Access, Customer Engagement (CE))
- Analyze the sample shipment and utilization data to support decision-making for sample distribution at HCP and account level
- Analyze field force adherence to internal tool (e.g., NBA / decision engine) recommendations (e.g., HCP prioritization, call plans, follow-ups), comparing performance of high vs low adopters
- Identify opportunities to optimize routes and schedules, ensuring efficient coverage of territories and maximizing time spent with customers

Education: A bachelor ' s degree in Business Administration, Life Sciences, Data Analytics, or a related field; an MBA or advanced degree is preferred

Novartis seeks an individual with extensive experience in the pharmaceutical or healthcare industry, with a strong focus on product launches and business development. This individual should have a proven track record of leading and managing high-performing teams, with a focus on driving strategic initiatives and achieving business objectives. A strong analytical background is essential, with the ability to analyze complex datasets and derive actionable insights.

### Essential Requirements:

- Minimum 6+ years of experience in the pharmaceutical or healthcare industry, with a deep understanding of product launches
- Significant experience in analytics, data science, or a related field within the pharmaceutical or healthcare industry.
- Proven ability to execute brand-level evaluations and provide actionable insights that drive strategic decision-making.

- Strong analytical skills with experience in conducting comprehensive data analyses and interpreting complex datasets.
- Excellent communication skills, with the ability to present insights and recommendations to various stakeholders.
- Experience with analytics tools and software, such as SQL, Python, R, or similar.
- Understanding of the pharmaceutical market, including key trends and competitive dynamics.
- Ability to work collaboratively with cross-functional teams, including Medical, NPS, Access, and Commercial functions.
- Strong problem-solving skills and a proactive approach to identifying opportunities for improvement.
- Experience in optimizing field operations and territory management to enhance efficiency and effectiveness.

#### Novartis Compensation Summary:

The salary for this position is expected to range between \$152,600.00 and \$283,400.00 per year.

The final salary offered is determined based on factors like, but not limited to, relevant skills and experience, and upon joining Novartis will be reviewed periodically. Novartis may change the published salary range based on company and market factors.

Your compensation will include a performance-based cash incentive and, depending on the level of the role, eligibility to be considered for annual equity awards.

US-based eligible employees will receive a comprehensive benefits package that includes health, life and disability benefits, a 401(k) with company contribution and match, and a variety of other benefits. In addition, employees are eligible for a generous time off package including vacation, personal days, holidays and other leaves.

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>

Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally. [Read our handbook \(PDF 30 MB\)](#)

## EEO Statement:

The Novartis Group of Companies are Equal Opportunity Employers. 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.

## 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.

部门  
US

Business Unit  
General Management

地点  
USA

状态  
New Jersey

站点  
East Hanover

Company / Legal Entity  
U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

```
function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =
document.getElementById("kalturaplayer6982cb3451c7b256768544"); var mediaContainer =
mediaElement.closest('.nc-kaltura-media'); var originalWidth = "1200px"; var originalHeight = "674px";
var originalWidthValue = parseFloat(originalWidth); var originalHeightValue =
parseFloat(originalHeight); var mediaType = "video"; var isResponsive = false; // Get computed styles
of the container element. var parentStyles = window.getComputedStyle(mediaContainer); var
finalWidth = parseFloat(parentStyles.width); if (finalWidth < originalWidthValue) {
  var config = { targetId:
    "kalturaplayer6982cb3451c7b256768544", provider: { widgetId: "10m7rm1pm", partnerId:
    "2076321", uiConfd: "55802022" }, playback: { autoplay: false, autopause: false,
    allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: { download: {
      disable: true }, "playkit-js-transcript": { position: "right", // Default: bottom; ('left', 'right', 'top', 'bottom') to
      enable transcript. expandMode: "over", // Default: alongside; ('alongside', 'hidden', 'over')
      expandOnFirstPlay: false, showTime: true, downloadDisabled: false, printDisabled: false, disable:
      true } }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu: false },
      components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
      'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
      KalturaPlayer.ui.components.Remove } ] } }; config.plugins.preventSeek = { preventSeekForward:
      false, preventSeek: false }; config.plugins.floating = { disable: true }; config.plugins.navigation = {
      position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; config.plugins['playkit-
      js-hotspots'] = { disable: true }; config.plugins['playkit-js-moderation'] = { disable: true };
      config.plugins['playkit-js-info'] = { disable: true }; config.plugins.share = { disable: true };
      config.ui.uiComponents = []; config.plugins.googleTagManager = {};
      config.plugins.googleTagManager.customEventsTracking = {};
      config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
      config.plugins.googleTagManager.customEventsTracking.custom = [];
      config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
      false, playlistEvents: false, castEvents: false } };

try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof
kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var
kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other
media. kalturaPlayer.loadMedia({entryId: "1dgfvmafo"}); setTimeout(() => {
  setupAutoPause(kalturaPlayerVideos); }, 500); function setupAutoPause(players) {
```

```
players.forEach((currentPlayer) => { currentPlayer.addEventListener('play', () => {  
  players.forEach((otherPlayer) => { if (otherPlayer !== currentPlayer && typeof otherPlayer.pause === 'function') { otherPlayer.pause(); } });});}); } catch (e) { console.error(e.message) }
```



## VIDEO

Job ID  
REQ-10047132

AD, Integrated Field Deployment and GTM Analytics - IMM

[Apply to Job](#)



Job ID  
REQ-10047132

AD, Integrated Field Deployment and GTM Analytics - IMM

[Apply to Job](#)

---

Source URL:

<https://prod1.novartis.com.cn/careers/career-search/job/details/req-10047132-ad-integrated-field-deployment-and-gtm-analytics-imm>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf>
3. <mailto:us.reasonableaccommodations@novartis.com>
4. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/East-Hanover/AD--Integrated-Field-Deployment-and-GTM-Analytics---IMMREQ-10047132-1>
5. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/East-Hanover/AD--Integrated-Field-Deployment-and-GTM-Analytics---IMMREQ-10047132-1>