

Strategy Lead

Job ID
REQ-10061269

9月 02, 2025

Taiwan

摘要

The Strategy Lead plays a pivotal role in driving the success of the Hema focused brands by ensuring launch excellence, accelerating growth in both self-pay and reimbursement markets, enhancing competitiveness, and championing customer and patient-centricity across all initiatives.

About the Role

Major accountabilities:

- Collaborate closely with regional teams to adapt and execute global and regional Hematology brand strategies within the local market.
- Develop and implement country-specific integrated plans to align with broader brand objectives.
- Lead the coordination and execution of launch activities, ensuring flawless implementation of strategies that maximize impact and drive adoption.

- Work cross-functionally to ensure launch readiness while addressing market-specific challenges and opportunities.
- Identify market-specific risks and opportunities that could influence brand performance and growth.
- Communicate clear strategic visions to regional and local teams, ensuring alignment on goals and tactics.
- Maximize the impact of available resources by guiding their effective utilization in line with commercial priorities, brand budgets, and strategy reviews.
- Ensure alignment of resource allocation with key growth goals across the country.

Key performance indicators:

- Market share & market share growth.
- Performance management and employee relations, feedback, meetings, surveys (i.e. Field Force, Marketing capabilities, Global Marketing, Medical Department, Regulatory Department)
- Ensure full compliance to all regulatory requirements

Minimum Requirements:

Work Experience:

- Extensive (> 5 years) of operational experience with an emphasis on product/brand management, ideally across a variety of different therapy areas, as well as sales experience within the biotech/pharmaceutical industry.
- Proven track record of working cross-functionally (medical, finance, sales, health economics, market access, marketing) to drive business outcomes.
- Strong leadership and interpersonal skills, with the ability to foster collaboration, create alignment across diverse stakeholders, and motivate individuals to achieve shared goals.

Skills:

- Agility.
- Commercial Excellence.
- Healthcare Sector Understanding.
- Influencing Skills.
- Marketing Strategy.
- Product Lifecycle Management.
- Product Strategy.
- Stakeholder Engagement & Management.
- Proven ability to establish and cultivate key customer relationships.
- High level of learning agility and people agility.
- High level of emotional intelligence to manage complex and difficult stakeholder situations.
- Ability to take measured risks and to learn from them with a tolerance for failure.
- Strong problem solver with the ability to identify key issues while focusing on positive outcomes.
- Innovative mindset: innately curious, has experience with building innovative business models or go-to-market approaches.
- Demonstrated ability to be creative / think “outside-the-box”.
- Strong communicator, able to motivate teams.
- Self-driven colleague able to work independently.

Languages :

- English.
- Chinese.

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部门

International

Business Unit

Marketing

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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