

In-Market Brands Director, APMA

Job ID
REQ-10066975

12月 02, 2025

Singapore

摘要

As In-Market Brands Director, APMA, you will work with Head PE&A & In-Market Brands, APMA, International in supporting and driving the overall performance of our In-Market portfolio in APMA to deliver sales and profits within agreed budgets. You will also develop impactful regional marketing & promotional strategies, goals, and operational plans to manage product lifecycle aligned with country needs and manage effective and enduring business relationships and interactions with key customers.

About the Role

Major accountabilities:

- Drive the growth of the In-Market portfolio across the region by establishing growth plans for existing products, effectively lead their life cycle, successfully launch line extensions and new products; establish and lead effective strategic partnerships.

- Lead portfolio optimization strategies & resource allocation recommendations together with Finance; facilitate the know how sharing among countries.
- Entrepreneurial approach to portfolio management to optimize return on investment across a diverse range of brands through the lifecycle by actively investing across brands with shared/pooled services and flexibly budgeting according to prioritized outcomes.
- Lead the execution of insight generation in-market brands and disease areas. Play a key role in supporting insight generation and interpretation for priority BD&L opportunities.
- Understand and represent the needs (objectives, priorities, and support/capability requirements) of internal customers.
- Leverage targeted strategies and innovative, cost-effective GTM models to efficiently commercialize non-priority diverse set of brands.
- Work with CE&E teams on usage of digital engagement channels, innovative access models & cross-portfolio reimbursement deals / discounts to improve value across the lifecycle, including Business-to-business selling, account management and contracting focus, “non-personal promotion” to HCPs.

Minimum Requirements:

Work Experience:

- Degree in Life Sciences, Pharmacy, Biomedical or other related field.
- 10 years of experience and proven track-record of P&L and commercial management responsibility within the pharmaceutical industry
- Proven sales and marketing management skills. P&L or Unit Accountability.
- Strong understanding of country regulatory and market environments
- Strategic approach and high learning agility. Able to think innovatively. Strong analytical skills and business acumen, able to bring outside-in perspectives.
- Structured and organized, hands-on and detail oriented.
- Able to engage with senior customers and lead by influence. Courage and speak up.
- Resilient, results-oriented, calm under pressure. Excellent communicator, culturally adaptive, can work effectively across different levels within the matrix
- People Leadership.

Skills:

- Agility.
- Asset Management.
- Business Development.
- Business Strategy.
- Commercial Excellence.
- Cross-Functional Collaboration.
- Customer Orientation.
- Digital Marketing.
- Go-To-Market Strategy.
- Healthcare Sector Understanding.
- Influencing Skills.
- Inspirational Leadership.
- Key Account Management.

- Market Access.
- Market Share.
- Market Trend.
- Marketing Strategy.
- Negotiation Skills.
- People Management.
- Priority Disease Areas Expertise.
- Product Launches.
- Product Lifecycle Management (Plm).
- Profit And Loss (P&L).
- Sales.
- Selling Skills.
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Partnerships.
- Value Propositions.

Languages :

- English.

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: Read our handbook to learn about all the ways we ' ll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

部门

International

Business Unit

General Management

地点

Singapore

站点

Mapletree Business City (MBC)

Company / Legal Entity

SG90 (FCRS = SG015) Novartis Asia Pacific Pharmaceuticals Pte. Ltd

Functional Area

Commercial & General Management

Job Type

Full time

Employment Type

Regular

Shift Work

No

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