

Senior Analyst - BSI Competitive & Social Intelligence

Job ID
REQ-10067541

12月 08, 2025

India

摘要

Perform comprehensive CI analysis at franchise/brand/ disease area level and deriving actionable insights focused on strategic imperatives. Support Senior Manager/managers in coordinating inputs for situational analysis, key management presentations and workshops. Holistic CI Surveillance of competitor products/company and Therapy area (TA) of interest. Provide proactive support and timely communicate competitive threats from external factors (Market, Competitor & Portfolio Analysis) and optimize opportunities in both clinical and marketing activities.

About the Role

Location - Hyderabad #LI Hybrid

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Perform comprehensive CI analysis at franchise/brand/ disease area level and deriving actionable insights focused on strategic imperatives. Support Senior Manager/managers in coordinating inputs for situational analysis, key management presentations and workshops. Holistic CI Surveillance of competitor products/company and Therapy area (TA) of interest. Provide proactive support and timely communicate competitive threats from external factors (Market, Competitor & Portfolio Analysis) and optimize opportunities in both clinical and marketing activities.

Key Accountability

- Working closely with International commercial, clinical, V&A and integrated insights teams to add business value through secondary desk research and effectively managing primary CI activities
- Tracking Competitive developments using multiple Novartis subscribed databases e.g. ClinicalTrials.gov, TrialTrove, etc, working in close collaboration with CI/Medical/Commercial/x-functional teams. Ensures deliverables adhere to CI communications plan and ethical guidelines
- Tracking competitive developments in new areas-imaging, biomarkers, compliance trials etc and report back to respective teams, provide input into adapting clinical/commercial/regulatory strategies for key NVS portfolio
- Manage Pre-congress planning (via abstract mining) and Post-congress reporting activities.
- Collating materials gathered by the primary CI vendors, which is then reviewed, summarized. The key lessons and takeaways are then distilled by CI advisors with recommendations and insights for the brand/x-functional teams.
- Developing strategic implications of ' traffic-light ' news reports, including applicable team actions; managing communications with the team and external customers as necessary. Supporting ad-hoc projects and internal meetings such as Scenario Planning pre-read preparation, clinical trial/pipeline report updates, Global Brand Team meeting preparations, brand/ CDP / LCM/BOS plan inputs etc.

Essential Requirements:

- Education: PhD/Masters Degree in Life Sciences. MBA from reputed institutes.
- Languages: Fluent spoken and written English essential
- Experience: 5+ years of local Pharma work experience in Competitive Intelligence, undefined
- Expertise in all critical aspects of competitive intelligence and manages CI initiatives for a given a TA
- Supports the development and implementation of new ways of information presentation.

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

Marketing

地点

India

站点

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Accessibility and accommodation

Novartis is 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 recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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