

Strategy Manager

Job ID
REQ-10067997

12月 31, 2025

Taiwan

摘要

#LI-Hybrid

This role is based in Taipei, Taiwan. Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

You will develop and implement integrated brand/s plans for assigned product(s) ' s to achieve market share and sales targets. You will also lead and collaborate closely with cross-functions to ensure full accountability 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.

In this role, you will report to the Strategy Lead.

About the Role

Key Responsibilities:

- Develop and execute Hematology product marketing strategy, including integrated brand plans to achieve market share and sales targets.
- Demonstrate learning agility by quickly adapting new disease and brand knowledge into execution plans.
- Analyze industry trends, competitor activities, and growth opportunities, translating insights into effective brand strategies and programs.
- Generate brand-specific insights by mapping key stakeholders, understanding patient journeys, and identifying gaps and opportunities for innovative solutions.
- Utilize cross-functional input, market research, and competitor intelligence to design and implement strategic and operational plans.
- Manage brand budgets, including planning, forecasting, spending optimization, and cost-effectiveness evaluation.
- Communicate and collaborate with commercial and cross-functional teams (Medical, KAM, Patient Access) to ensure alignment and optimize product performance.
- Build strong agency and partnership relationships, ensuring consistent positioning and messaging while engaging KOLs to develop advocacy and identify future opportunities.

Work Requirements:

- Proven experience in an international pharmaceutical company.
- New product launch experience in marketing.
- Minimum 3 years of marketing experience in the pharmaceutical industry. Strong cross-country networking and communication skills.
- Demonstrated expertise in Project Management and Operations Execution.

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 \(PDF 30 MB\)](#)

部门
International

Business Unit
General Management

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

```
function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =
document.getElementById("kalturaplayer6982415357e2d078223794"); 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  var config = { targetId:
"kalturaplayer6982415357e2d078223794", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "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

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

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