

Head of Therapeutic Area

Job ID
REQ-10070466

2月 02, 2026

Indonesia

摘要

As an Associate Director for this brand, play a pivotal role enabling a successful launch and its new indications, driving brand performance within core markets and sets a foundation of launch success for next blockbusters.

As a TA head/Country Manager leads and develops a high-performing sales and marketing team and builds effective and enduring business relationships with key customers/ stakeholders.

Typically leads a very small country revenue organization, covering both sales and marketing activities, with responsibility to drive performance and develop operational strategy of a specific product portfolio.

About the Role

Major accountabilities:

(Region/cluster/country)

- Accountable for delivering the TA sales, market share, and profitability to meet or exceed budget targets.
- Defines, develops and oversees short and long-term strategic marketing (and sales) plans in line with regional & global marketing strategy.
- Monitors market trends, sales and product performance, conducts regular reviews against plans and takes corrective action as required.
- Responsible for the budget and financial performance of the unit.

(Launch and Execution)

- Lead the launch readiness strategic plan of current and future brands in the key markets/regions.
- Drive country brand performance discussion and assess excellence in execution within prioritized markets, leveraging standardized KPIs across TAs.
- Active monitoring of key market events, HCP insights and competitive landscape to aid creating robust strategies and tactics.
- Develop & implement a cross-functional TL (thought leader) engagement strategy for the launch of new indications
- Accountable for overall commercial budget and alignment with cross functional team.
- Build a cross-functional “One Brand Plan” derived market opportunity assessment, stakeholders value drivers, competitive assessment and integrated insights.
- Lead without direct authority a “one-team” cross functional mindset role-modelling clear expectations on focused prioritization for co-created with priority markets and cross functional partners.
- Continuous engagement with priority markets and Regions to provide guidance on the strategic direction and collect external insights.
- Active and influencing collaborator to pipeline teams on behalf of commercial providing input into early commercial opportunities, clarify best clinical development plan that leads to optimal value.
- Provide strategic input into clinical development plan at the GPT meetings to ensure a path to commercialization for future indications and pipeline assets.
- Key member of critical strategic boards that evaluate business development opportunities, assess and refine strategies, and optimize LCM (eg. RDC).
- Ensure strong leadership and guidance on all commercial execution excellence requirements, ICE, field execution, FF messaging, targeting, call plan etc...
- Ensure adherence to all internal, external codes and ethics requirements.
- Ensures alignment to all Ethics, Risk & Compliance policies and manage key processes.
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt.
- Distribution of marketing samples (where applicable)

Key performance indicators:

- Maximization of launch readiness and portfolio value/ growth of key assets for key markets
- Financial & Business results (Revenue growth, Profitability, Market share)
- Strategy/Market Focus (Resource allocation, Long-term BU strategy and planning, Market

access effectiveness/impact, Novartis market reputation)

- Operational Excellence (Delivery against development milestones, Product launch success)
- People, Capabilities, and Management (Our Voice survey, Talent development, talent acquisition, Culture, D&I KPIs, Succession Plans strength, High profile turnover, Code of Ethics)

Minimum Requirements:

- University Degree with Life Science education (medicine, pharmacy). Postgraduate is advantage.
- Minimum 15 years successful sales and marketing experience in pharmaceutical both sales and marketing with mixed local pharmaceutical and global pharmaceutical experiences.
- At least 8 years must be in senior leadership position.
- Extensive experience in portfolio of Cardiovascular/Metabolic/Oncology.
- Ensure compliance with appropriate SOP 's, policies and guidelines
- Have close engagement with multi medical association including internal medicines, endocrinologist, cardiologist, oncologist, and surgeon.
- Possesses strong understanding of market and sales strategy with extensive track record in defining, planning and shaping strategies and initiatives that set direction for business unit and/or function.
- Proven successful track records in achieving sales target with entrepreneurial mindset.
- Experience involving managing financial performance, P&L responsibilities.
- Experience with significant people demands, track record of attracting & developing talent, developing bench strengths and managing complex, diverse and remote workforce (People Management & development of team).

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
Sales

地点
Indonesia

站点
Jakarta

Company / Legal Entity
ID03 (FCRS = ID003) PT Novartis Indonesia

Functional Area
Commercial & General Management

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("kalturaplayer6983bf5030ca0333787031"); 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 < 1000) { var config = { targetId:
"kalturaplayer6983bf5030ca0333787031", 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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