

Key Account Executive

Job ID
REQ-10071251

4月 12, 2026

Hong Kong Special Administrative Region, China

摘要

经验丰富的销售专业人员负责实现特定帐户的销售目标。负责为指定客户群制定和实施销售/业务计划，或实施特定的销售计划，以有效支持患者旅程并正确定位诺华及其品牌。

About the Role

Major Accountabilities

- 负责推动指定客户的销售、推广和发展，实现商业目标
- 制定客户发展战略，为分配的客户制定专门的 KAM 行动计划，调整客户目标并执行。
- 与主要客户建立和发展长期关系。全面了解关键客户需求和要求。
- 通过不断提出满足其需求和目标的解决方案，扩大与现有客户的关系。
- 领导战略和个人战术计划的制定，并在分析、未来潜力和账户所需的关键计划方面提供战略投入
- 准备和谈判合同，并指导公司针对特定客户启动的举措
- 根据商定的业务战术计划，独立组织客户活动和其他计划，或与营销/医疗部门合作

- 协助利益干系人进行映射,包括细分和分析,为诺华 CRM 系统提供准确及时的数据。
- 负责为指定的客户群制定和实施销售/业务计划。
- 可以管理一些直接下属
- 收到后 24 小时内报告与诺华产品相关的技术投诉/不良事件/特殊情况
- 营销样本的分发适用)

Key Performance Indicators

经验丰富的销售专业人员负责实现特定帐户的销售目标。负责为指定客户群制定和实施销售/业务计划,或实施特定的销售计划,以有效支持患者旅程并正确定位诺华及其品牌。

Work Experience

- 跨国公司的销售经验
- 关键客户管理经验
- 有团队管理经验者优先

Skills

- 账户管理
- 生物仿制药
- 商机
- 业务规划
- 竞争情报
- CRM(客户关系管理)
- 客户需求
- 大客户管理
- 市场占有率
- 促销营销)
- 销售
- 销售管理
- 销售规划
- 销售策略

Language

- 英语

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

Hong Kong Special Administrative Region, China

站点

Hong Kong

Company / Legal Entity

HK02 (FCRS = HK002) Novartis Pharma

Functional Area

Sales

Job Type

Full time

Employment Type

正式销售)

Shift Work

No

```
var config = { targetId: "kalturaplayer69fcc60ec3029584853488", provider: { widgetId:
"10m7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause:
false, allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: {},
sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
showSpeedMenu: false }, css : "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css",
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
```

```
(KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(KalturaPlayer.plugins["transcript"]) { config.plugins["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 }; } if (KalturaPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible:
false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins["playkit-js-hotspots"] = { disable: true }; }
if (KalturaPlayer.plugins["moderation"]) { config.plugins["playkit-js-moderation"] = { disable: true }; } if
(KalturaPlayer.plugins["info"]) { config.plugins["playkit-js-info"] = { disable: true }; } if
(KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents =
[]; if (KalturaPlayer.plugins["googleAnalytics"]) { 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: "1_dgfvmafo"}); } catch (e) { console.error(e.message) }
```

Job ID
REQ-10071251

Key Account Executive

[Apply to Job](#)



Job ID
REQ-10071251

Key Account Executive

[Apply to Job](#)

Source URL:

<https://prod1.novartis.com.cn/careers/career-search/job/details/req-10071251-key-account-executive-zh-cn>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://www.novartis.com/sites/novartis.com/files/novartis-life-handbook.pdf>
3. <https://novartis.wd3.myworkdayjobs.com/zh-CN/NovartisCareers/job/Hong-Kong/Key-Account-ExecutiveREQ-10071251>
4. <https://novartis.wd3.myworkdayjobs.com/zh-CN/NovartisCareers/job/Hong-Kong/Key-Account-ExecutiveREQ-10071251>