

Associate Director - Channel Strategy Analytics

Job ID
REQ-10073987

3月 13, 2026

India

摘要

Associate Director, Channel Strategy I&A, Hyderabad serves as a key driver of market access and channel performance and optimization by translating complex data into clear, actionable insights that strengthen distribution and contracting decisions across the organization. Working closely with cross-functional stakeholders across Market Access, Trade, Contracting, Brand, and field teams, this role builds a deep understanding of channel dynamics and performance trends across key accounts and classes of trade, identifies opportunities to optimize 340B and non 340B strategy, specialty pharmacy dispense dynamics, contract execution, and account leakage, and delivers concise performance narratives that inform both tactical actions and strategic direction. As a trusted partner to leadership and IPSTs, the role supports operational planning, KPI development, and cross-functional alignment, enabling brands to maximize performance within the broader access and reimbursement ecosystem. The role emphasizes insight synthesis, operational excellence, strong data stewardship, and close collaboration with both Hyderabad and global teams.

About the Role

Key Responsibilities

- Maintain current expertise in relevant therapeutic areas, market access (payer, PBM, provider, GPO), and U.S. channel distribution models (340B, specialty, buy and bill, retail) to ensure insights are contextually relevant and actionable for strategic decisions.
- Lead synthesis of insights across therapeutic areas with a focus on channel strategy optimization and market access impact, delivering an integrated story that connects channel dynamics to coverage, contracting, and provider behavior. Develop compelling narratives and executive-ready storylines that translate complex analyses (IC 867, chargebacks, SP data) into clear, impactful presentations for senior leadership.
- Define key business questions (KBQs) and lead deep-dive analyses in partnership with cross-functional stakeholders (Market Access, Brand, Field, Trade, Contracting) to identify channel opportunities, access risks, and distribution levers.
- Drive end-to-end delivery of strategic outputs (e.g., BPRs, IPST and LRR deliverables), including channel performance assessment, contract and class of trade optimization, 340B monitoring, and account-level channel diagnostics.
- Ensure robust analysis and data quality across all outputs by applying high standards of methodology, reconciliation across data sources, and clear documentation; provide actionable recommendations tied to contracting, distribution, and account strategy. Develop and deliver recurring performance updates and recommendations to IPSTs and senior leadership, including channel health and access signal tracking across key account segments and classes of trade.
- Evaluate performance trends and strategy effectiveness by assessing drivers of channel performance and access outcomes, including KPIs. Create pre-read materials and coordinate workshops to align stakeholders on channel findings; ensure Hyderabad insights are effectively integrated with the broader Market Access and Access Reimbursement teams and translated into decisions.
- Partner with Brand and Market Access leadership to define and refine channel-focused KPIs and targets that align to strategy, including contract optimization, 340B exposure, class of trade mix, and account-level leakage reduction. Identify opportunities to optimize performance monitoring processes and improve reporting and decision-support tools (dashboards, standardized channel readouts, KBQ libraries), strengthening speed-to-insight and decision quality.
- Drive collaboration with East Hanover and Hyderabad teams to extract insights from diverse data sources (IC 867, chargebacks, SP data), ensuring consistent definitions, effective knowledge transfer, and alignment on priorities and deliverable timelines.

Essential Requirement

- Minimum 10 years of experience in analytics, decision science, or related roles, preferably in the pharmaceutical or healthcare sector, preferred if patient support analytics experience exist.
- A bachelor ' s degree in engineering/business administration, Life Sciences, Marketing, or a related field; an MBA
- Proven ability to analyze complex data sets, identify trends, and deliver actionable insights that drive performance improvements.
- Domain expertise in these areas is desired: secondary data analytics, healthcare analytics, patient insights, market access and patient service analytics, or other related strategic analytics and management consulting.

- Ability to balance operational execution with high-level strategic thinking, supporting both day-to-day brand performance and long-term business goals.
- Comes with excellent and storytelling Skills with data and executive presentations.
- Ability to work collaboratively with cross-functional teams, including sales, marketing, and product development and drive strategic brand initiatives.
- Excellent communication skills, capable of effectively collaborating with senior leadership and aligning diverse teams around strategic goals for IPST.
- Proficiency in insight and hypothesis generation, behavioral science, data science, and primary and secondary research methodologies
- Ability to thrive in a fast-paced, dynamic environment and adapt to changing business needs and priorities. Has worked in a team environment and has mentorship capabilities, where the person has led a team of 5-7 associates.

Desired Requirement

- Bachelor's degree in related field is required; Master of Science and/or MBA.
- The ideal candidate will have strong analytical background, strategic thinking and problem-solving skills.

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部门
US

Business Unit
General Management

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

```
function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =
document.getElementById("kalturaplayer69bd9bf0cd1ab443840967"); 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:
"kalturaplayer69bd9bf0cd1ab443840967", 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 } };
```

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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: "1dgvfmafo"}); 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

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