

Integrated Insights Lead

Job ID
REQ-10077269

7月 27, 2026

Poland

摘要

#LI-Hybrid
Location: Warsaw, Poland

Relocation Support: Novartis is unable to offer relocation support: please only apply if accessible.

The Integrated Insights Lead and its team act as a strategic engine that transforms data into actionable insights, enabling Therapeutic Area and Value & Access teams to make informed decisions to support Brand Strategy. It bridges strategy with execution by translating business priorities into research questions and analytical outputs delivered by the Data & Analytics Platform (DAP). It serves as the Center of Excellence of insight generation, driving business planning, adaptive resourcing, and development of high performing marketing, medical, and access capabilities

About the Role

Key responsibilities

- Lead integrated insights generation across therapeutic areas and Value & Access, transforming internal and external data into actionable, decision - grade insights.
- Define and deliver integrated metrics and measurements to drive business, brand, and organizational performance.
- Provide strategic insights and guidance to inform leadership decisions, growth scenarios, and commercial optimization initiatives.
- Plan, commission, and oversee primary and secondary market research, including patient journey mapping, segmentation, market sizing, and competitive landscape analyses.
- Execute payer and Value & Access market research aligned with brand and portfolio strategic priorities.
- Conduct deep - dive analyses integrating claims data, market research, competitive intelligence, and dashboards to assess performance and market dynamics.
- Build and maintain forecasting market models, assumptions, and scenario plans in close collaboration with Finance, Therapeutic Areas, and Value & Access.
- Serve as the key interface between Therapeutic Areas, Value & Access, and the Data & Analytics Platform, ensuring alignment on priorities, research questions, and deliverables.
- Maximize efficiency through reuse of international and existing research assets via knowledge - management platforms before commissioning new research.
- Design and consolidate KPIs, commercial success indicators, and Value & Access metrics for enterprise - wide visibility and decision - making.
- Share learnings and best practices from launches and commercial optimization activities across countries and regions.
- Lead, coach, and develop a high - performing insights team, fostering a culture aligned with Novartis Leadership Expectations and a growth mindset.

Requirements

- University degree in bioscience or business, with 7+ years of experience in healthcare/life sciences analytics, market research, insights, or commercial strategy; fluency in English and the local country language.
- Strong hands - on expertise in primary and secondary market research and competitive intelligence.
- Proven ability to translate cross - functional brand strategies into integrated research plans, KPIs, metrics, and decision - grade insights.
- Demonstrated experience building market model assumptions and partnering with Finance on forecasting, scenario planning, and growth opportunity assessment.
- Experience developing commercial and Value & Access KPI dashboards and translating strategy into measurable outcomes.
- Ability to interface effectively with data and analytics platforms and guide research design, execution, and prioritization.
- Strong capability in patient journey mapping, segmentation, market sizing, performance benchmarking, and medical/access metrics.
- Effective stakeholder engagement across country and international teams, driving Center of Excellence standards and cross - market learning.

- Solid knowledge of industry compliance requirements, standards, and applicable local codes and regulations.

Rewards

At Novartis, we're committed to reimagining medicine together - and rewarding the people who make it happen.

Expected Annual Base Salary Range for role:

Poland: PLN 244,500 - 454,100

The salary offered is determined based on gender-neutral objectives, such as relevant skills, competencies and experience in accordance with the Novartis pay setting policy and upon joining Novartis will be reviewed periodically.

The rewards of being part of our team go far beyond base pay and incentives. We also offer a variety of competitive benefits in kind to help you thrive personally and professionally, such as insurance plans, retirement plans, wellbeing resources and global recognition programs. In addition, we provide flexible and hybrid working options, where possible, and minimum 14 weeks paid parental leave.

You will be eligible for a company vehicle or a car allowance in accordance with the applicable local Novartis policies and guidelines.

Pay equity is a fundamental principle of our employment policy and reflects our commitment to create a diverse, equitable and inclusive environment that treats all employees with dignity and respect, as outlined in our Code of Ethics.

Read our brochure to learn more about our global total rewards offering:

<https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf>

Note: Benefits and compensation may vary by country and are subject to local legal requirements, including provisions of collective bargaining agreements where applicable. A full overview of your compensation package, including any relevant collective bargaining agreement details applicable to your role based on your employment location and Novartis employer entity, will be communicated separately to you during the application process.

Commitment to Diversity and Inclusion / EEO paragraph:

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

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 \(PDF 30 MB\)](#)

Primary location salary range
z ł 244,500.00 - z ł 454,100.00

部门
International

Business Unit
Sales

地点
Poland

站点
Warsaw

Company / Legal Entity
PL03 (FCRS = PL003) Novartis Poland Sp. z o.o.

Functional Area
Marketing

Job Type
Full time

Employment Type
Temporary (Fixed Term)

Shift Work
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a9b269dcc411300346002", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop:
false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options:
{}}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu:
false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets:
['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
kPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(kPlayer.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 (kPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation =
{ position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if
(kPlayer.plugins["hotspots"]) { config.plugins["playkit-js-hotspots"] = { disable: true }; } if
(kPlayer.plugins["moderation"]) { config.plugins["playkit-js-moderation"] = { disable: true }; } if
(kPlayer.plugins["info"]) { config.plugins["playkit-js-info"] = { disable: true }; } if
(kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if
(kPlayer.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 } }; }
```

```
// Ensure the global player registry array always exists, regardless of embed type.
window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var thumbEmbedPromise =
thumbnailEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // thumbnailEmbed() returns a
Promise that resolves with the player instance // when the user clicks the thumbnail. Use .then() to
capture the player directly. thumbEmbedPromise .then(function(player) {
window.kalturaPlayerVideos.push(player); // Notify kaltura_data_layer.js that a new player is ready so
it can // attach custom event listeners immediately, regardless of when // the user clicked the
thumbnail relative to page load. document.dispatchEvent(new CustomEvent('kalturaPlayerReady', {
detail: { player: player } })); }) .catch(function(error) { console.error(error); }); } catch (e) {
console.error(e.message) }
```

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