

Integrated Insights Head

Job ID
REQ-10079910

8月 04, 2026

United Kingdom

Available in: English

摘要

#LI-Hybrid

As Integrated Insights Head, you will serve as the strategic engine translating data into actionable insights that drive business performance. Partnering with Therapeutic Area and Value & Access teams, you will enable informed decision-making, support brand strategy, and bridge business priorities with advanced analytics and research outputs.

About the Role

Key responsibilities

- Lead integrated insights generation combining market research, analytics, and competitive

intelligence

- Translate brand strategies into research plans, KPIs, and measurable business insights
- Drive market research across therapeutic areas including patient journey mapping, segmentation, and market sizing
- Deliver deep-dive analyses leveraging internal and external data to inform strategy and performance
- Ensure effective use of global research assets and knowledge management platforms
- Act as key interface between commercial teams and data & analytics platforms to align priorities
- Own forecasting inputs including market models, assumptions, and scenario planning with Finance
- Enable cross-functional alignment on KPIs, dashboards, and success metrics
- Provide customer, payer, and ecosystem insights to support strategic and access decisions
- Foster a high-performing insights team and build organizational capabilities

Essential Requirements

- University degree in bioscience or business; consulting or market research background preferred
- 10+ years of experience in insights, analytics, or commercial strategy in healthcare
- 5+ years of leadership experience in cross-functional teams
- Strong expertise in primary and secondary market research and competitive intelligence
- Proven ability to translate strategy into insights, KPIs, and business actions
- Experience in forecasting, market modelling, and scenario planning in collaboration with Finance
- Strong stakeholder management skills across local and global teams
- Knowledge of compliance standards and regulatory environment
- Fluency in English; local language desirable

Why Novartis

We are reimagining medicine to improve and extend people's lives. Join us to shape data-driven decisions that deliver meaningful impact for patients and strengthen our innovation-driven culture.

Commitment to Diversity & Inclusion: 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
£ 84,490.00 - £ 156,910.00

部门
International

Business Unit
General Management

地点
United Kingdom

站点
London (The Westworks)

Company / Legal Entity
GB16 (FCRS = GB016) Novartis Pharmaceuticals UK Ltd.

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a73f3346c0b3444119982", 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 kalturadatalayer.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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