

Marketing Lead, Immunology

Job ID
REQ-10086042

8月 30, 2026

Taiwan

摘要

Marketing Lead, Immunology
Location : Taipei

#LI-Hybrid

Are you ready to shape bold strategies, build high-performing teams, and lead launches that can make a meaningful difference for patients? We are looking for an experienced Marketing Lead to guide our therapeutic area portfolio in Taiwan and translate customer, patient, and market insights into sustainable growth.

In this role, you will lead and coach Brand Managers, strengthen launch readiness, and evolve customer-centric go-to-market models. You will connect local priorities with regional and global direction while partnering across Sales, Medical, Value & Access, Execution Excellence, Finance, and other functions to deliver strong customer, patient, and business outcomes.

At Novartis, improving and extending people's lives takes more than innovative science. It takes curious, collaborative, and courageous people who support and inspire one another to create

meaningful breakthroughs for patients. If you are ready to lead with purpose and shape the future of marketing in Taiwan, we would like to hear from you.

Ready to make an impact? Apply and help us reimagine medicine together.

About the Role

Major accountabilities:

- Develop and execute therapeutic area and brand strategies aligned with local, regional, and global priorities.
- Lead launch excellence across the portfolio, including readiness planning, scenario development, risk mitigation, and stakeholder reviews.
- Coach and develop Brand Managers, build succession pipelines, and foster a high-performing, inclusive marketing team.
- Translate strategy into focused brand plans with clear priorities, KPIs, investment choices, and performance measures.
- Shape innovative go-to-market and omnichannel approaches that improve customer experience and patient impact.
- Own brand performance, forecasting, P&L, and advertising and promotion budgets to deliver sustainable growth.
- Turn market intelligence, customer insights, and performance data into timely strategic and tactical decisions.
- Champion agile ways of working and the adoption of digital, data, and AI-enabled solutions.
- Build strong partnerships across functions and with regional and global stakeholders to ensure aligned, high-quality execution.

Requirements:

- A university degree in business, life sciences, economics, or a related field; an MBA or relevant postgraduate qualification is an advantage.
- Proven pharmaceutical or biotech experience across sales and marketing, with recent pre-launch and launch experience and exposure to full brand lifecycle.
- Direct people leadership experience and a track record of coaching, developing, and managing teams.
- Demonstrated success in preparing and leading complex product launches, including launch readiness reviews, strategic scenario planning, risk management, and stakeholder engagement at local and/or regional.
- Strong cross-functional leadership and the ability to influence effectively in a complex matrix environment.
- Experience engaging healthcare professionals, key opinion leaders, patient organizations, and other external stakeholders.
- Capability in digital marketing, customer journey optimization, content localization, and AI-enabled or predictive tools.
- Strategic agility, sound judgment, and the confidence to lead change amid evolving market conditions.

- Fluency in English and Mandarin.

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
Marketing

地点
Taiwan

站点
Taipei

Company / Legal Entity
TW03 (FCRS = TW003) Novartis (Taiwan) Co. Ltd

Functional Area
Marketing

Job Type
Full time

Employment Type

Regular

Shift Work

No

```
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{}, 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"]) {
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(kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if
(kPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {};
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config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
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false, playlistEvents: false, castEvents: false } }; }
```

```
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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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