NOVARTIS

Launch and Scientific Operation Lead, Medical

Job ID
REQ-10088670

十月 27, 2026

China

摘要

The Medical Launch & Scientific Communication Lead is responsible for designing and executing a best-in-class Medical Launch Readiness Framework and Scientific Communication, esp. Group Medical Education Framework that enable successful product launches and accelerate the translation of scientific evidence into advanced clinical practice.
The role connects Medical Strategy with execution by ensuring scientific, field, operational, educational, and capability readiness across the assets lifecycle. It also establishes a data-driven monitoring approach with clear KPIs, impact measurement, and continuous improvement mechanisms to maximize medical effectiveness and customer value.

About the Role

Major accountabilities:

- 1. Medical Launch Excellence: Develop and continuously enhance the Medical Launch

Readiness Framework across priority pipeline and in-market assets. · Lead medical launch readiness planning from pre-launch through post-launch phases. · Drive scientific, field medical, medical education, stakeholder engagement, capability, and operational readiness. · Establish launch governance, readiness reviews, milestones, decision points, and risk mitigation plans. · Enable cross-functional alignment among Medical Affairs, Commercial, Market Access, Regulatory, Patient Engagement, and other relevant stakeholders. · Support launch strategy execution through evidence planning, scientific communication, and stakeholder engagement readiness.

- **2. Scientific Communication Excellence:**

Design and implement an integrated Scientific Communication, mainly focusing on group Medical Education Framework aligned with therapeutic area strategies, customer needs, and the evolving healthcare ecosystem. · Build customer-centric group educational solutions that address unmet needs and gaps in clinical practice. · Establish a structured approach covering educational needs assessment, learning objectives, scientific content strategy, channel strategy, capability development, and outcome measurement. · Drive innovative education models using digital, omnichannel, and AI-enabled approaches where appropriate. · Partner with Medical Experts, scientific societies, and external stakeholders to elevate scientific exchange and clinical practice impact.

- **3. Insights, Readiness & Impact Monitoring & Measurement:**

· Establish end-to-end Metrics and monitoring systems for launch readiness and medical education effectiveness. Develop dashboards and standardized metrics covering readiness, reach, engagement quality, learning outcomes, scientific impact, and practice adoption indicators. · Generate actionable insights and recommend optimization actions to Medical teams and governance forums. · Conduct periodic performance reviews and impact assessments. · Embed continuous improvement through data-driven decision making and disciplined follow-through.

- **4. Scientific Communication & Capability Development**

: Collaborate with IMA Scientific Communication and EE teams to ensure aligned scientific narratives and high-quality educational content. · Translate Medical Strategy into scalable execution plans, educational initiatives, and readiness activities. · Promote best-practice sharing and knowledge management across therapeutic areas.

- **5. Governance & Operational Excellence**

: Ensure launch and educational activities comply with internal policies, applicable laws, regulations, and industry standards. · Develop standardized processes, operating guidance, and governance routines. · Improve efficiency, scalability, and quality through fit-for-purpose digital solutions and AI-enabled tools. · Manage external vendors and strategic partners supporting launch and educational initiatives.

Major accountabilities:

- Advanced degree in Medicine, Pharmacy, Life Sciences, Public Health, or a related discipline. MBA or equivalent business qualification is preferred.

- 5 or more years of experience in Medical Affairs, Medical Excellence, Medical Education, Launch Excellence, or related functions.
- Demonstrated experience in product launch preparation and execution.
- Strong experience in scientific communication, capability building, and stakeholder engagement.
- Experience developing metrics, dashboards, and impact measurement frameworks.
- Strong project management and cross-functional leadership experience.

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
Development

地点
China

站点
Shanghai (Shanghai)

Company / Legal Entity
CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Functional Area
Research & Development

Job Type
Full time

Employment Type
Regular

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6ae0961d5eea4899745065", 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 } }; }

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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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