NOVARTIS

Commercial Manager - Gene Therapy

Job ID
REQ-10089399

十月 29, 2026

India

摘要

The Commercial Manager - Gene Therapy is responsible for driving the commercial success of the Gene Therapy portfolio through integrated leadership of Sales, Marketing, Strategic Accounts. The role will develop and execute the overall commercialization strategy, build sustainable treatment center and referral networks, drive patient identification and access, and ensure strong cross-functional coordination to maximize patient impact and business performance.

Given the complexity of Gene Therapy, the role requires a balance of strategic marketing, account-based selling, stakeholder partnership, and execution excellence across the patient journey.

About the Role

Key responsibilities:

1. Commercial Strategy & Business Leadership

- Develop and lead the Gene Therapy commercial strategy aligned to global, regional, and local priorities.
- Drive achievement of sales, patient access, and business objectives.
- Identify growth opportunities and proactively address market barriers.
- Lead annual strategic planning, forecasting, and business reviews.
- Monitor competitive landscape, market dynamics, and emerging opportunities.

2. Marketing Leadership

- Develop and execute brand strategy, customer engagement plans, and multichannel campaigns.
- Generate actionable customer and market insights to shape strategy and tactics.
- Lead segmentation, targeting, and customer experience initiatives.
- Ensure effective deployment and measurement of marketing investments.

3. Sales & Strategic Account Leadership

- Lead the field organization, including Strategic Account Managers and other commercial resources.
- Define account strategies for priority treatment centers and referral networks.
- Drive customer engagement excellence and high-impact stakeholder interactions.
- Establish performance metrics and governance processes to ensure execution excellence.
- Build strong partnerships with key treatment centers, hospitals, and referral ecosystems.

4. Patient Access & Ecosystem Development

- Partner closely with Market Access, Medical Affairs, Patient Services, and External Affairs teams to expand patient access.
- Support development of innovative access solutions and funding pathways.
- Work with institutions and key stakeholders to address system-level barriers to access.

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
Sales

地点
India

站点
Mumbai (Head Office)

Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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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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