NOVARTIS

Director, Targeting & Field Intelligence

Job ID
REQ-10090131

十月 27, 2026

USA

摘要

#LI-Hybrid

The ideal location for this role is East Hanover, NJ but remote work may be possible (there may be some restrictions based on legal entity). Please note that this role would not provide relocation as a result. If associate is remote, all home office expenses and any travel/lodging to specific East Hanover, NJ site for periodic live meetings will be at the employee ' s expense. The expectation of working hours and travel (domestic and/or international) will be defined by the hiring manager. This position will require 15% travel.

The Insights and Analytics team is dedicated to enabling improved decision-making at Novartis by leveraging data and advanced analytics capabilities to generate actionable insights that drive business growth. We collaborate closely with the US business, bringing insights and challenging ideas to empower smarter, data-driven decision-making. Reporting into the ED, Targeting and Field Intelligence, this role is crucial in shaping the strategic direction of customer engagement and market penetration. The primary TA the Director, Targeting and Field Intelligence will support will be RLT and will stretch across other TA across the enterprise

By leveraging data-driven insights and a deep understanding of the healthcare ecosystem, the Dir, Targeting and Field Intelligence - equips the field force in a given function with the necessary tools and information to effectively engage with key stakeholders. This role is instrumental in driving the company's growth by aligning targeting efforts with market access opportunities and evolving healthcare trends.

About the Role

Key Responsibilities:

- Maintain and improve customer (HCP & Account) targeting strategy for all Novartis field teams in a given function, ensuring they are aligned with the organization ' s broader strategic goals
- Improve overall targeting methods by identifying and propagating the most up-to-date, effective, and efficient approaches within the team
- Recommend priority accounts / HCPs for field force engagement based on various factors like reimbursement trends, access positioning, network influence, historic responsiveness, brand strategy, competitive pressures, in-depth understanding of the local healthcare ecosystem, etc.
- Address specific account and HCP needs while also adhering to compliance guidelines.
- Devise the call plan for accounts / HCP to balance workload across field force, while also catering to each account stakeholder ' s unique needs and business objectives
- Support quarterly targeting and field NBA review with key stakeholders
- Support CRM and Field operations to ensure targeting and field NBAs are successfully implemented
- Work with Insights and Analytics Launch I&A team ' s best practices to develop launch targeting and field NBA ahead of disease state education as well as product approval
- Provide insights on prioritization of accounts / HCPs for field force engagement based on various factors like reimbursement trends, access positioning, depth understanding of the local healthcare ecosystem, etc.
- Implement Next Best Action models across core marketing and field functions to drive better engagement with patients and HCPs
- Work with I&A marketing analytics team to ensure NBA provides a coordinated customer experience
- Coordinate targeting & NBA strategy across all field functions to drive a better customer experience
- Work with I&A AI/Data science team to develop an NBA decision engine
- Develop a feedback mechanism to gather insights from the field to push for continuous improvement

Novartis seeks an individual with extensive experience in strategic leadership and customer engagement within the pharmaceutical or healthcare industry. This role requires a deep understanding of customer targeting strategies and the ability to align these with broader

organizational goals. The candidate should have a proven track record of guiding teams in identifying and prioritizing customers and assessing patient growth opportunities. Experience in reviewing, enhancing targeting methods, and implementing Next Best Action models is crucial for driving engagement and achieving business objectives.

Desirable Requirements:

- Education: Advanced degree in Business Administration, Data Science, Analytics, or a related field
- Minimum 8+ years of experience in customer prioritization, analytics, or strategic planning within the pharmaceutical or healthcare industry
- Proven track record of developing and implementing strategic goals and targets for large field teams
- Ability to inspire and guide cross-functional teams towards achieving strategic objectives
- Excellent analytical skills, with the ability to interpret complex data and translate insights into actionable strategies
- Experience in collaborating with senior leadership to align field goals with broader business objectives
- Strong understanding of market dynamics, competitive landscape, and industry trends in pharmaceuticals
- Exceptional communication and interpersonal skills, with the ability to effectively liaise between field teams and senior management
- Demonstrated ability to foster a culture of continuous improvement and data-driven decision-making
- Proficiency in using advanced analytics tools and technologies to support goal setting and performance evaluation

Novartis Compensation Summary:

The salary for this position is expected to range between $185,500.00 and $ 344,500.00

The final salary offered is determined based on factors like, but not limited to, relevant skills and experience, and upon joining Novartis will be reviewed periodically. Novartis may change the published salary range based on company and market factors.

Your compensation will include a performance-based cash incentive and, depending on the level of the role, eligibility to be considered for annual equity awards.

US-based eligible employees will receive a comprehensive benefits package that includes health, life and disability benefits, a 401(k) with company contribution and match, and a variety of other benefits.

In addition, employees are eligible for a generous time off package including vacation, personal days, holidays and other leaves.

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)

EEO Statement:

The Novartis Group of Companies are Equal Opportunity Employers. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status.

Accessibility & Reasonable Accommodations

The Novartis Group of Companies are committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the application process, or to perform the essential functions of a position, please send an e-mail to us.reasonableaccommodations@novartis.com or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

部门
US

Business Unit
General Management

地点
USA

状态
Distant Working Arrangement, US

站点
Distant Employee - Distant Working Arrangement (DWA) (USA)

Company / Legal Entity
U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Alternative Location 1
East Hanover, New Jersey, USA

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6ae2b4504b153858619622", 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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