NOVARTIS

Director, Targeting & Decision Intelligence - Pipeline & Portfolio

Job ID
REQ-10090232

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 superior data and advanced analytics capabilities to generate actionable insights that drive business growth and enhanced performance. We collaborate closely with the US business, bringing insights and challenging ideas to empower smarter, data-driven decision-making.

Reporting into the Executive Director, Targeting and Field Intelligence, the Director, Targeting & Field Intelligence - Pipeline & Portfolio serves as the Horizontal Integration Leader across TNBA,

responsible for advancing Novartis' enterprise field intelligence strategy and enabling a unified approach to field direction, customer engagement, and decision support.

While Therapeutic Area Targeting Directors serve as Vertical Business Leaders accountable for stakeholder management and TA-specific outcomes, this role is accountable for enterprise prioritization, cross-portfolio capability development, operational consistency, and the evolution of a unified field intelligence ecosystem across brands, field functions, and channels.

The role is accountable for advancing the Integrated Intelligence Layer that powers portfolio capabilities like Dynamic Targeting, Next Best Actions, Unified Field Direction, and Field Orchestration across Novartis. This leader ensures field teams receive consistent, actionable, and personalized guidance that improves customer engagement, field effectiveness, and business outcomes.

About the Role

Key Responsibilities:

1. Enterprise Field Intelligence & Orchestration

- Lead the evolution of enterprise field intelligence capabilities including Dynamic Targeting, NBA, field direction, and orchestration.
- Establish a unified approach for connecting targeting, recommendations, account insights, planning, and execution across field teams.
- Drive consistent field experiences across Therapeutic Areas while enabling business-specific needs.

2. Portfolio Strategy & Prioritization

- Own portfolio intake, prioritization, capacity planning, and roadmap governance across TNBA.
- Consolidate and align requirements across Therapeutic Areas and field functions.
- Drive enterprise prioritization decisions based on business value, scalability, impact, and delivery capacity.

3. Cross-Portfolio Capability Leadership

- Lead enterprise initiatives that span multiple Therapeutic Areas, including Dynamic Targeting, Field Orchestration, MSL targeting, and future field intelligence capabilities.
- Develop reusable frameworks, common requirements, and scalable deployment approaches.

- Partner with cross-functional teams to accelerate adoption and maximize reuse.

4. Governance, Standards & Operational Excellence

- Establish common governance, standards, and processes for targeting, NBA, prioritization, and capability deployment.
- Simplify ways of working through standardized frameworks, improved transparency, and reduced operational complexity.
- Strengthen coordination and execution across US and HYD teams.

5. AI & Operating Model Transformation

- Identify and implement opportunities to improve productivity, speed, and quality through AI, automation, and process redesign.
- Drive continuous improvement of TNBA's operating model and enterprise capabilities.
- Enable scalable, data-driven execution across the portfolio.

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.

Essential Requirements:

- 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: "kalturaplayer6ae2b635d03c3333492200", 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 kaltura datalayer.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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