

# Sales & Marketing Head

Job ID

REQ-10077044

May 06, 2026

LOC\_IE

## About the Role

### Job Purpose

Lead the integrated commercial strategy and execution for the Therapeutic Area, owning brand strategy and go-to-market models to deliver sustainable growth. The role drives omnichannel customer engagement, ensures strong in-market sales execution and launch excellence, and builds high-performing teams with a culture of performance, integrity, learning and continuous improvement.

### Job Dimensions

Number of associates:

Team size varies based on Therapeutic Area footprint, product portfolio and country context.

Financial responsibility:

Accountable for TA commercial performance and planning, including brand P&L / A&P stewardship (where applicable), delivery of TA sales budget and accurate forecasting to support strategic and operational decisions.

Decision making:

Strategic and operational decision-making on TA and brand strategy, go-to-market model, customer engagement, channel mix, resource deployment and performance management.

External / Internal Stakeholder Interface:

Internal: Sales, Medical, Value & Access, Execution Excellence, Finance, Supply Chain and other partners to ensure aligned planning and execution.

External: Key accounts, HCPs, KOLs, patient organizations and relevant healthcare system stakeholders.

Impact on the organization:

Drives TA commercial growth, launch excellence, customer experience and in-field execution quality, strengthening market position and organizational reputation.

## Major Accountabilities

Commercial Strategy, Brand & Go-to-Market

- Own and localize TA and brand strategy and One Brand Plan across the full lifecycle.
- Define and evolve the TA go-to-market model based on customer, competitive and performance insights.
- Set integrated omnichannel customer engagement approach to maximize reach and impact.
- Lead forecasting, demand estimation and performance planning.
- Steward TA financial performance through disciplined budget management and trade-off decisions.

In-Market Sales Execution & Field Excellence

- Lead TA sales planning including territories, targeting, incentives inputs and call planning.

- Drive performance management through reviews, coaching and KPI-based course correction.
- Capture and synthesize field insights to refine segmentation and tactical decisions.

#### Cross-Functional Leadership, Launch Excellence & Governance

- Lead cross-functional TA team alignment across Medical, Value & Access, Execution Excellence and Finance.
- Ensure launch readiness and excellence in line with regulatory and internal standards.
- Role model integrity and compliance and foster a strong speak-up culture.
- Build and develop a high-performing commercial organization and talent pipeline.

### Key Performance Indicators

- TA sales, market share and growth versus plan; profitability and P&L delivery where applicable.
- Quality and timeliness of launch readiness and launch execution outcomes.
- Execution quality of One Brand Plan and field plans.
- Customer engagement performance across omnichannel and field KPIs.
- Forecast accuracy, budget discipline and effective resource deployment.
- Strength of talent pipeline, engagement and retention.
- Compliance with company standards and local regulations.

### Ideal Background

#### Education

- University degree in Business, Life Sciences, Economics or related field; advanced marketing degree (MBA) beneficial.

#### Experience & Skills

- Proven commercial leadership experience across sales and marketing in regulated industries.
- Track record of delivering sustainable growth across brand lifecycles.
- Experience in go-to-market model design and omnichannel engagement.
- Strong forecasting, budgeting and P&L management capability.
- Direct people leadership with talent development and succession planning.
- Strong cross-functional collaboration and decision-making skills.
- Advanced analytical and AI-enabled commercial decision-making capabilities.
- Strategic, customer-centric and integrity-driven leadership mindset.

### Role Requirements

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Division

DIV\_IM

Business Unit

General Management

Location

LOC\_IE

Site

Dublin (Country President Office (CPO))

Company / Legal Entity  
IE02 (FCRS = IE002) Novartis Ireland Ltd  
Functional Area  
FCT\_MM  
Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
No  
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## Sales & Marketing Head

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