

# Sales & Marketing Head Immunology

Job ID

REQ-10077409

May 06, 2026

LOC\_IE

## About the Role

### Job Purpose

Lead the integrated commercial strategy and execution for the Immunology Therapeutic Area to maximize patient and customer impact and deliver sustainable growth. The role owns the TA and brand strategy, shapes the go-to-market model, drives omnichannel customer engagement, and ensures excellence in sales execution. It is accountable for launch readiness, post-launch performance, forecasting accuracy, resource prioritization and disciplined budget management. The role builds high-performing teams and fosters a culture of strong performance, integrity and continuous improvement.

### Job Dimensions

Number of associates:

Team size varies based on TA footprint, product portfolio and country context (approximately 7 employees).

Financial responsibility:

Accountable for TA commercial performance and planning, including brand P&L / A&P stewardship (where applicable), TA sales budget delivery and accurate forecasting to support strategic and operational priorities (approx. USD 50m).

Decision making:

Makes strategic and operational decisions on TA and brand strategy, go-to-market model, customer engagement and channel mix, resource deployment and performance management to deliver TA objectives.

External / Internal Stakeholder Interface:

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

External: Key accounts, HCPs, KOLs, patient organizations and relevant healthcare system stakeholders to capture insights and drive customer-centric execution.

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 the TA and brand strategy and One Brand Plan across the full lifecycle, ensuring clear strategic choices and measurable outcomes.
- Define and evolve the TA go-to-market model based on customer, patient, competitive and performance insights.
- Partner with International and Regional teams to exchange campaign insights, course-correct and prepare future

cycles.

- Set the integrated omnichannel customer engagement approach to maximize reach, relevance and impact.
- Translate strategy into clear brand and tactical plans with measurable KPIs and resource allocation.
- Lead forecasting, demand estimation and performance planning to support prioritization and growth.
- Steward TA financial performance through disciplined budget and trade-off decisions.

#### In-Market Sales Execution & Field Excellence

- Lead TA sales planning including territory design, targeting principles, incentives inputs and call planning.
- Drive performance management through business reviews, coaching rhythms and KPI-based corrections.
- Capture and synthesize field insights to continuously refine customer engagement and brand strategy.

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

- Lead the cross-functional TA team to align strategy, evidence, value and execution across partners.
- Ensure launch readiness and excellence across materials, capabilities and field execution.
- Role model integrity and compliance, ensuring adherence to company policies and local regulations.
- Build and develop a high-performing integrated commercial team, strengthening talent, succession and capability building.

### 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 performance outcomes.
- Execution quality of the One Brand Plan and field plans.
- Customer engagement performance across channels and field KPIs.
- Forecast accuracy and budget discipline with effective resource deployment.
- Strength of talent pipeline, capability uplift and engagement.
- Compliance with company standards and audit outcomes.

### Ideal Background

#### Education

- University degree in Business, Life Sciences, Economics or related fields.
- Advanced marketing degree (MBA or postgraduate qualification) is beneficial but not required.

#### Experience & Skills

- Proven commercial leadership experience across sales and marketing in pharmaceutical, biotech or healthcare environments.
- Track record of delivering sustainable growth across the full brand lifecycle.
- Experience in go-to-market model design and omnichannel customer engagement.
- Strong forecasting, budgeting and business planning capabilities.
- Direct people leadership experience with talent development and succession planning.
- Advanced analytical, data-driven decision making and AI-enabled commercial capabilities.
- Strong cross-functional leadership, integrity and customer-centric mindset.

### Role Requirements

**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 \(PDF 30 MB\)](#)

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

Alternative Location 1

LOC\_IE

Functional Area

FCT\_CM

Job Type

Full time

Employment Type

Regolare

Shift Work

No

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