

Associate Director, Market Research - Neuroscience

Job ID

REQ-10077614

May 27, 2026

LOC_US

About the Role

Key Responsibilities:

- Collaborate cross-functionally in the collection and organization of data for market research projects, focusing on HCP market perception and patient feedback
- Support the gathering of data on patient attitudes and perceptions of Novartis products and patient support programs related to their TA
- Provide initial analysis and summaries of market research data to support the execution team's strategic initiatives
- Compile reports on payer needs, pricing strategies, and market access barriers for review by the execution team
- Facilitate communication between the execution team and external vendors to ensure research projects align with business needs
- Coordinate meetings and workshops with internal teams and external partners to discuss research findings and strategies
- Assist in the documentation of research findings and insights to support internal functions and strategic planning
- Support the development of standardized templates for research instrument design and analysis
- Track progress on various research initiatives and provide regular updates to the execution team
- Assist in the preparation of performance reports and dashboards to support decision-making

Novartis seeks a dynamic individual to implement market research initiatives, design research and collect data that addresses the key business questions and objectives of functional NVS and Insights & Analytics teams to drive data-driven decision-making. The ideal candidate will have an extensive understanding of the pharmaceutical landscape, with expertise in applying different research methodologies to understand market perceptions and sentiment among HCPs. This role requires an individual who can establish a solid foundation of delivering actionable insights through primary research to empower strategic initiatives, marketing, and outreach efforts under their TA.

Essential Requirements:

- A bachelor's degree in Business Administration, Life Sciences, Data Science, or a related field; PDH or Masters in Lifesciences Preferred
- Minimum 4+ years in pharmaceutical or healthcare industry with a strong focus on HCP
- 3+ years of domain expertise in these areas are highly desired: primary market research, data science, field analytics and insights, market access and patient service analytics, or other related strategic analytics and management consulting
- Strong analytical background, strategic thinking and problem-solving skills, with the ability to translate complex data into actionable insights and aligning them with business priorities for therapeutic areas to drive impactful results
- Excellent communication skills, capable of effectively collaborating with leadership across NVS and I&A functions to translate strategic objectives into the right research metrics and present complex insights effectively to diverse audiences
- Experience working in cross-functional and matrixed teams, with demonstrated ability to collaborate across functions including marketing, provider and patient engagement
- Ability to thrive in a fast-paced, dynamic environment and adapt to changing business needs and priorities

Novartis Compensation Summary:

The salary for this position is expected to range between \$145,600.00 and \$270,400.00 per year.

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.

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_IU

Business Unit

General Management

Location

LOC_US

Site

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Alternative Location 1

LOC_US

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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