

Executive Director, Marketing Strategy - DM1/FSHD

Job ID

REQ-10077649

May 11, 2026

LOC_US

About the Role

Key Responsibilities:

- Primary contact with Product General Manager and Integrated Product Strategy Team (IPST) to drive seamless alignment and consistency between the Product and Marketing functions in service of achieving the defined Product strategy objectives across the Integrated Marketing and Customer Experience Operations function
- Identify and embed brand-specific end-to-end HCP and patient domain expertise, to inform the go to market approach that drives customer (HCP and patient) behaviour change and market performance
- Directly manage, foster team development and oversee Patient & HCP marketers to drive excellence in developing the lead asset for HCP (e.g., CVA) and patient materials
- Share and incorporate knowledge on best practices to inform the integrated marketing strategy, while solving for complex problems often in ambiguity
- Oversee development of marketing strategy, priorities, and activities for one or more segments or channels; drive and measure brand performance; and effectively drive customer engagement across multiple stakeholders that are core to brand success
- Oversee field strategy alignment and coordination with Customer Engagement
- Influence while contributing to a high performing team culture that proactively and effectively interfaces between the pillars and key functions
- Ensure an integrated patient & HCP strategy is defined and delivered for the brand that will achieve the Product strategy and objectives; including resourcing required and budget
- Oversee agency (AoR) selection for marketing and partnering with Operations to maximize agency relationship(s)
- Collaborate with Product and Global teams as appropriate on integrated plan and lead asset(s)

Essential Requirements:

- Bachelor's/undergraduate required; additional advanced education (MBA or certificates) preferred in related field
- Minimum of 10 years of directly related business experience in commercial Marketing in a regulated industry with US market launch experience required; experience in pharmaceutical/healthcare preferred
- 5–10 years' experience in cross-functional areas such as Marketing, Sales, Market Access, and/or Patient services.
- Experience in driving high performing brands in highly competitive categories within the US; recent launch experience for blockbuster specialty treatments preferred
- Demonstrated experience in utilizing data, insights, analytics, and behaviors into optimizing marketing performance and outcomes.
- Understanding of complex brands within a specialty distribution with ability to navigate regulatory, compliance and legal environment to launch new programs
- Strong cross-functional leadership and ability to collaborate effectively with various stakeholders and teams including Product, Communications, Legal, Regulatory and Compliance
- Track record of attracting and developing talent and building high performing teams

Desirable Requirements:

- Rare disease area experience and therapeutic area experience within neuroscience &/or neuromuscular diseases
- Proven ability to leverage AI/agentive tools to drive improved effectiveness and efficiency

Novartis Compensation Summary:

The salary for this position is expected to range between \$236,600 and \$439,400 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

Marketing

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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