

Director, Marketing Strategy- CAR-T Immunology

Job ID

REQ-10073468

May 14, 2026

LOC_US

About the Role

Key Responsibilities:

- Lead the development and implementation of the strategic marketing for the brand
- Monitor the product performance, competitive environment and customer base to quickly identify plan changes
- Manage ROI assessments of tactical programs while collaborating with Sales leadership, ensure proper execution throughout the field force(s)
- Lead interactions with extended brand team members including other functional areas (Sales, Managed Markets, Medical, Clinical, Regulatory, Training, and Finance), building consensus/buy-in among these team members
- Present to senior management on strategy and action plans to address competitive threats and/or exogenous market events
- Collaborate with Global on critical brand issues related to development, aligning as appropriate to the global brand strategy.
- Provide leadership to the brand team and extended brand team members including coaching, advising, and developing team members
- Lead the preparation and launch of new indication(s), defining market size, opportunity, forecast, while aligning with Global's pre-marketing & marketing plans, participating in negotiations and execution of plan
- Oversee market research initiatives as part of brand plans while anticipating market reactions and changes
- Provides strategic leadership with cross-functional GPT members (i.e., DRA, Clinical, TRD, etc.) to ensure cohesion & brand integrity, pricing, safety messaging, pharmacovigilance, regulatory interactions, manufacturing, packaging, distribution and supply forecasting across indications within a disease area

Essential Requirements:

- Bachelor's/undergraduate degree required; MBA in Marketing or a related field preferred
- Minimum of 8 years of experience in commercial Marketing required; multi-functional experience in pharmaceutical, healthcare or consumer packaged goods preferred
- Demonstrated experience in utilizing data, insights, analytics, and behaviors into optimizing marketing performance and outcomes.
- Experience in supporting high performing brands in highly competitive categories within the US; recent launch experience for blockbuster specialty treatments preferred
- Strong cross-functional leadership and ability to collaborate effectively with various stakeholders and teams including General Management, Communications, Legal, Regulatory, Compliance and Global
- Excellent written and oral communication skills with the ability to effectively communicate complex ideas and information to a range of audiences and stakeholders
- Strong track record of developing talent and building high performing teams
- Understanding of complex brands within a specialty distribution.
- Ability to navigate regulatory, compliance, and legal environments to launch new programs.

Desirable Requirements:

- Experience in all aspects of marketing across the early product lifecycle (pre-launch and launch)
- Familiarity with agile approaches to marketing strategy and execution

Novartis Compensation Summary:

The salary for this position is expected to range between \$185,500 and \$344,500 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

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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