

# ED, Decision Science Product Lead - Neuromuscular

Job ID

REQ-10078301

May 19, 2026

LOC\_US

## About the Role

The Insights & Analytics (I&A) team is dedicated to enabling improved decision making at Novartis by leveraging data and advanced analytics capabilities to generate actionable insights that drive business growth. We collaborate closely with the US business, bringing insights and challenging ideas to empower smarter, data-driven decision-making. Reporting into the VP, TA and Launch Illuminator, this role is crucial in enabling proactive and integrated insight-driven decision making for the brand, addressing business problems, shaping strategy and implementing decision science through I&A capabilities.

The Portfolio Illuminator is a strategic leader responsible for transforming complex data into actionable insights that drive brand success for a portfolio of products. This role is pivotal in integrating and synthesizing information from diverse sources to provide comprehensive, actionable answers that align with each brand's strategic imperatives. By supporting the generation and analysis of insights throughout each product's lifecycle as the connector between the I&A and several product teams, the individual ensures continuous insight-generation and strategic alignment, fostering innovation and informed decision-making. Leading a team of high-performing I&A PODs at the product level, this role is instrumental in shaping the brand's strategic direction, ensuring that insights are effectively leveraged to achieve business goals.

In addition to driving a brand's success, the ED, Portfolio Illuminator will also be responsible for providing I&A leadership on multiple key, complex above-brand strategic initiatives to build common capabilities which all brands in the portfolio can leverage. The first set of above-brand strategic initiatives will focus on building rare disease capabilities that will be leveraged across the portfolio and require significant cross-I&A collaboration as the above-brand capability build will involve every I&A pillar. Managing through the complexity of delivering above-brand capabilities while still meeting the needs of individual brands in the portfolio will require strong leadership, cross-functional collaboration and business judgment to navigate the ambiguity and deliver results. As part of this the ED, Portfolio Illuminator will also sit on Therapeutic Area Alignment Forum (TAAF) sub-committees and/or workstreams which oversee the above-brand strategic initiatives, and will exercise strong influencing skills to maintain alignment across multiple leadership bodies including the I&A LT to ensure Portfolio-level direction is consistent with the direction of the overall US business.

At the portfolio level, the ED, Portfolio Illuminator will be responsible for driving portfolio strategies, working with the TAAF sub-committee to identify needs for additional above-brand strategic initiatives, and collectively managing the brands to ensure delivery of key metrics at the portfolio level. This will require working closely with multiple Launch Working Groups or Integrated Product Strategy Teams and bringing strategic acumen to focus on the key portfolio-level insights with the GM organization and TAAF sub-committee to deliver on the year's objectives, as well as dynamic I&A resource prioritization and realignment within the portfolio working with each I&A Pillar.

At the product level, the ED, Portfolio Illuminator will be responsible for directly leading one of the brands in the portfolio with highest strategic importance as the brand's illuminator, and thus also leading the I&A brand POD. This includes driving towards key brand deliverables such as the Integrated Product Strategy, Launch Readiness Reviews, Post Launch Reviews, and Monthly Business Reviews. Leading the I&A POD, the ED Portfolio Illuminator will work with the POD and IPST to collectively generate hypothesis and deliver actionable integrated insights which materially move brand performance. This also includes understanding key differences associated with new, advanced modalities including gene therapies, siRNA's, associated site of care infrastructure needs all of which have important implications on market readiness and adoption.

In addition to being a brand illuminator, the ED, Portfolio Illuminator will also lead a team of direct report product illuminators who are leading 3-4 other brands and I&A PODs in the portfolio. The ED, Portfolio Illuminator will need to provide oversight to the product illuminators as they work towards their brand's deliverables, help clear roadblocks, provide coaching and development and bring the team together to enable portfolio-level analytics and insights.

Novartis seeks an individual with extensive experience in the pharmaceutical or healthcare industry, with a deep understanding of product lifecycle management, market dynamics, and regulatory environments. A proven track record in leading a team of both direct reports and strong matrix leadership to drive portfolio and brand performance management, strategic planning, or a similar role, the person should demonstrate the ability to develop strategic insights that drive brand success and align with organizational goals. The candidate should be able to manage high performing teams, fostering a collaborative and innovative work environment.

#### Major Accountabilities:

- Oversee a portfolio of brands, both marketed and brands that will be launched from an I&A perspective.
- Provide I&A leadership for key, strategic above-brand initiatives focused primarily on building new capabilities initially focused on the rare disease space.
- Shape the strategic direction of the brands by leveraging insights to identify opportunities, address challenges, and optimize performance
- Provide input, guidance and coaching to direct reports who are the illuminators for each brand in the portfolio.
- Integrate and synthesize insights from across I&A functions to deliver comprehensive, actionable recommendations that address key brand and portfolio objectives
- Actively participate in TAAF sub-committee and Launch Working Group or IPST discussions and decision-making, prioritization and portfolio views contributing data-driven insights and challenging established thinking to refine strategies
- Understand and help craft the brand and portfolio narrative for TAAF sub-committees and IPST meetings, Launch Working Groups and conversations with senior leadership
- Serve as the primary point of contact and proactive strategic thought partner for the TAAF Sub-Committee, Integrated Product Strategy Team (IPST) and General Management (GM), driving brand performance narrative, and ensuring consistent communication and alignment
- Collaborate with the IPST Lead to further refine analyses & sharpen insights / recommendations
- Lead I&A POD at product level by working across I&A pillars to direct and synthesize information to help drive brand performance, and work with I&A Pillar Leads at the portfolio level on prioritization and portfolio-level insights.
- Share key insights with the IPST, while actively pressure-testing and challenging current thinking to drive innovation and informed decision-making
- Support the generation and analysis of insights throughout the entire product lifecycle, ensuring continuous improvement and alignment with brand goals
- Synthesize large volumes of analytics provided by GM, ensuring that insights are translated into actionable strategies for each of the brands and the portfolio
- Pressure-test insights and analyses to ensure robust, high-quality recommendations that drive brand success
- Integrate performance analytics (e.g., diagnose current results with aligned KPIs and drivers, provide clarity on root cause) and predictive analytics (e.g., data-driven scenarios and simulations) to explore/address business issues in the context of the brand and the portfolio
- Provide leadership to fostering a high-performing team and culture focused on innovation, collaboration, and continuous improvement.

#### Essential Requirements:

- Bachelor's degree in related field is required; Master of Science and/or MBA strongly preferred
- Experience in the pharmaceutical or healthcare industry, with a deep understanding of brand management, product lifecycle management, market dynamics, product launches, and portfolio management.
- 5+ years of experience with Rare Diseases and building I&A and cross-functional capabilities for Rare Diseases
- Strong background in therapeutic area strategy, product lifecycle management, and early-stage asset planning, with experience in both established and launch products.
- 5+ years of domain expertise in these areas are highly desired: secondary data analytics, data science, primary market research, field analytics and insights, market access and patient service analytics, or other related strategic analytics and management consulting
- Expertise in synthesizing complex data from diverse sources to drive actionable, business-aligned insights and inform strategic decisions across the product lifecycle
- Strong understanding of rare disease performance drivers, go-to-market models, and patient finding strategies for rare diseases including experience with diverse data types including claims, EMR's, labs and other unstructured data for

use in rare disease.

- Having a rare disease mindset and understanding the appropriate analysis and key dynamics in how the rare disease environment for an indication shifts post launch.
- Ability to work effectively with cross-functional teams and drive strategic brand initiatives, including ability to influence without authority
- Excellent communication skills, capable of effectively collaborating with senior leadership and aligning diverse teams around strategic goals for IPST.
- Proficiency in insight and hypothesis generation, behavioral science, data science, and primary and secondary research methodologies.
- Strong leadership skills in a team environment which requires negotiation, persuasion, collaboration, analytical judgment and coaching.
- 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 \$236,600.00 and \$439,400.00 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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