

# Integrated Insights Business Partner

Job ID

REQ-10078592

May 29, 2026

LOC\_CH

## About the Role

### Major Accountabilities

#### 1. TA / V&A Strategic Insight Partnership

- Act as the primary Integrated Insights point of contact for assigned TA(s) and/or V&A, partnering directly with TA Heads, Sales Heads, brand teams, and V&A leads as a trusted analytical advisor.
- Translate TA, brand and access strategies into a clear insight agenda, defining the business questions that matter most and shaping a hypothesis-driven research and analytics plan to answer them.
- Move the function beyond reactive reporting toward proactive, hypothesis-driven and forward-looking insight generation, bringing emerging market signals, customer behavior shifts and competitive moves to the table before the business asks.
- Consolidate insight needs across TA, Commercial, V&A and Medical Affairs stakeholders (within appropriate medical/commercial separation), ensuring a unified, prioritized insight agenda for the assigned scope.
- Challenge senior business leaders constructively, ask the right questions at the right time, and bring intellectual honesty to interpretation of results, including uncomfortable findings.

#### 2. Performance Insights & Dashboard Stewardship

- Own the analytical narrative across performance dashboards for assigned TA(s)/V&A, covering Commercial KPIs (sales, market share, field execution), field engagement metrics (rep activity, omnichannel engagement, customer reach), V&A KPIs (access milestones, payer metrics) and analytics support for Medical Affairs (medical field engagement and other analytics), with appropriate separation between commercial and medical views maintained throughout.
- Define and evolve KPIs, performance metrics and Commercial Success Indicators (CSIs) in partnership with TAs, Sales Managers, V&A and the DAP Manager, ensuring dashboards remain decision-relevant as the business evolves.
- Build ad-hoc analytical views, deep-dives and bespoke PowerBI dashboards directly when business questions demand it; partner with the DAP Manager when the work requires enterprise data modelling, production-grade infrastructure or scale beyond a single-purpose analysis.
- Validate analytical integrity and accuracy of enterprise dashboards from a business perspective, continuously simplify and improve them for stakeholder adoption.
- Use dashboards as a primary storytelling tool, interpreting trends, highlighting "so what" implications, and turning numbers into clear narratives for TA business reviews, brand plan reviews and senior leadership forums.
- Ensure integration of internal KPIs with external data sources (e.g., IQVIA panels, OFAC, wholesaler data, secondary market data, competitive intelligence) into holistic views of market, customer and brand performance.
- Act as the local single point of contact within TA for secondary data and insights (e.g., IQVIA, OFAC).

#### 3. Forecasting, Lifecycle & Field-to-Sales Analytics

- Prepare and maintain TA/V&A market assumptions and definitions used in forecasting (epidemiology, uptake, competitor events, access milestones), aligned with Integrated Insights frameworks and global standards.
- Build and run quantitative forecasting models (time-series, regression-based and scenario-driven) directly in Python or equivalent, partnering with TA, Finance and V&A to contribute robust market and access inputs into product/TA forecasts.
- Conduct product lifecycle analyses for assigned brands, understanding where each brand sits in its lifecycle, what's

- driving current performance, what to expect next, and what strategic implications follow for brand and access teams.
- Quantify the relationship between local commercial activity and business outcomes, running correlation, regression and uplift analyses linking field engagement (rep calls, omnichannel touches, MCE/IMEx execution, campaign exposure) to sales performance, identifying what's working, what isn't, and where ROI improvements lie.
- Monitor product launches for early signs of under- or over-performance; build predictive models that estimate uptake versus plan; surface early warning signals and translate them into commercial recommendations.
- Provide inputs to Field Incentives and OpEx Manager for incentive target setting, with sound analytical rationale and forward-looking judgment.

#### 4. Market Research, Competitive Intelligence & AI-Enabled Insight Generation

- Plan and execute primary and secondary market research (PMR, SMR) for assigned TA/V&A scope, including patient journey mapping, segmentation (using clustering and classification techniques), positioning, market mapping, competitive landscape and ecosystem assessments.
- Coordinate external data acquisition (panels, syndicated sources) for Commercial and V&A needs, working with vendors such as IQVIA and managing access to and use of key data sources.
- Ensure reuse of existing international and local research via knowledge management platforms (e.g., Sherlock) before commissioning new PMR, avoiding duplication and inefficiencies.
- Act as the local touchpoint and facilitator for internationally driven PMR; ensure local relevance and translation of global research findings into the Swiss context.
- Leverage AI/GenAI as an accelerator for insight generation, using AI tools (in partnership with the DAP Manager) to speed up literature reviews, synthesize qualitative research, generate hypotheses, summarize competitive intelligence and identify patterns in large datasets. The role is AI-fluent and curious.
- Execute payer market research and access-oriented studies in partnership with V&A and TA teams, including Awareness/Trial/Usage (ATU) and Performance360 outputs to support V&A decisions on value perception, access drivers and access barriers.
- Maintain compliance with all market research standards, including adverse event reporting requirements.

#### 5. Cross-Functional Partnership, Storytelling & Influence

- Partner closely with the DAP Manager as a technical peer, providing business context, insight direction and applied analytical work, while drawing on her/his engineering depth (Python at production scale, Snowflake architecture, enterprise PowerBI, Azure, AI/GenAI infrastructure) on shared topics that require scale or production deployment. Together, the Integrated Insights Business Partner and DAP Manager form the collaborative analytical core of Novartis Pharma Schweiz AG.
- Translate complex data and analyses into clear, compelling narratives, using data storytelling to influence senior stakeholders, including TA Heads, V&A leads, Sales Heads and country leadership.
- Partner with Field Excellence to ensure insights feed into sales force effectiveness decisions (territory design, call planning, omnichannel execution) where relevant.
- Coordinate with V&A and Medical Affairs on insight needs, respecting functional independence and the medical/commercial separation principle.
- Support data literacy across the organization, enabling stakeholders to read, interpret and act on insights independently.
- Maintain alignment with Integrated Insights International frameworks and feed local insights into global communities of practice.

#### Essential Requirements

- Master's degree preferred in Life Sciences, Business, Economics, Marketing, Market Research, Statistics, Data Science or a related quantitative/analytical field. Bachelor's degree acceptable with strong relevant experience.
- Full professional proficiency in English and German, French is considered a plus
- Proven experience in Integrated Insights, market research, business analytics, commercial strategy or applied data science roles within pharmaceuticals, biotech or healthcare.
- Demonstrated ability to go beyond data crunching, turning numbers into business stories, identifying the "so what" behind the data, and influencing decisions at senior level.
- Deep and broad expertise across core Insights & Analytics domains: business analytics, market research, competitive

intelligence, forecasting and segmentation.

- Hypothesis-driven mindset: starts from the business question, not from the data; asks better questions than the brief.
- Ability to challenge senior business leaders constructively, with strong desire for collaboration and constructive problem-solving.
- Strong strategic, creative and integrative thinking, complemented with hands-on analytical capability.

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:

Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

Commitment to Diversity and Inclusion / EEO:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

## Role Requirements

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**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

Finance

Location

LOC\_CH

Site

Rotkreuz (Office-Based)

Company / Legal Entity

C018 (FCRS = CH018) Novartis Pharma Schweiz AG

Functional Area

FCT\_DD

Job Type

Full time

Employment Type

Regular

Shift Work

No

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