

Integrated Insights Business Partner

Job ID

REQ-10077349

Jul 01, 2026

LOC_RO

About the Role

Key responsibilities

- Act as the primary Integrated Insights partner for assigned Therapeutic Areas and/or Value & Access, consolidating and shaping business questions into clear insight and analytics requests.
- Translate TA and V&A strategies into actionable insight plans, partnering with Data, Analytics & Platforms and external vendors for delivery.
- Plan, coordinate and execute primary and secondary market research, including patient journeys, segmentation, positioning, ecosystem mapping and competitive intelligence.
- Integrate internal KPIs and external data sources to generate holistic insights on market, customer, brand and campaign performance.
- Ensure effective reuse of existing international and local research assets through knowledge management platforms to avoid duplication.
- Prepare and maintain TA and V&A market assumptions for forecasting, partnering with Finance, TA and Access teams to ensure alignment.
- Provide insight inputs to forecasting, scenario planning, incentive target setting and growth opportunity assessments.
- Support Value & Access decision-making through payer and access-oriented insights, research and data analysis.
- Conduct in-depth data analysis to identify performance trends, opportunities and risks across markets, customers and competitors.
- Develop clear reports, dashboards and presentations, translating complex data into decision-ready insights and recommendations.

Requirements

- Bachelor's degree in life sciences, business, economics or market research with 8+ years of relevant experience in insights, analytics, market research or commercial strategy roles in pharmaceuticals or healthcare; advanced degree preferred; fluency in English and local language required (Romanian).
- Strong experience in integrated insights, including primary and secondary market research, business analytics, competitive intelligence and forecasting.
- Demonstrated exposure to Therapeutic Area and/or Value & Access planning in a cross-functional environment.
- Proven ability to synthesize complex data into clear, integrated, and business-relevant insights.
- Strong commercial and strategic mindset with the ability to challenge and influence senior stakeholders.
- Hands-on experience with analytics and data tools, including dashboards and data management solutions.
- Excellent data storytelling, presentation, and communication skills.
- Good understanding of regulatory and compliance requirements in market research, including adverse event reporting.
- Ethical mindset aligned with Novartis values and standards.

Commitment to Diversity & Inclusion:

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

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 \(PDF 30 MB\)](#)

Primary location salary range

L188,160.00 - L349,440.00

Division

DIV_IM

Business Unit

Sales

Location

LOC_RO

Site

Bucuresti

Company / Legal Entity

RO07 (FCRS = RO007) NOVARTIS PHARMA SERVICES ROMANIA S.R.L

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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