

Retail Marketing Lead

Job ID

REQ-10083298

Jul 13, 2026

LOC_CN

About the Role

Major accountabilities:

- Lead and execute the overall Retail Marketing strategy to accelerate brand growth, patient access, across NVS retail channel.
- Partner with TA Marketing teams to develop and implement retail brand and growth strategies, ensuring alignment with brand priorities and business objectives.
- Drive retail channel accessibility through Chain pharmacy, NDP and other innovative access models based on product lifecycle and market opportunities.
- Lead retail innovation initiatives, including EC/O2O programs, patient activation, disease education, and emerging retail business models.
- Generate actionable insights from market trends, patient journeys, and competitive intelligence to support strategic decision making.
- Build a high-performing organization by developing capabilities, fostering innovation, and ensuring compliance with Novartis policies and standards.
- Provide functional leadership and governance to Regional Trade Marketing teams, ensuring effective implementation of national retail strategies and customer programs.

Desirable requirements:

- Significant experience in pharmaceutical marketing, commercial strategy, or retail business management.
- Strong understanding of retail channel dynamics, customer engagement, and omnichannel marketing.
- Proven leadership in driving cross-functional collaboration and influencing senior stakeholders.
- Strong strategic, analytical, and business planning capabilities.
- Demonstrated people leadership and organizational development experience.
- Fluent English Proficiency is mandatory, capable of oral communication, written correspondence and formal report presentation

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_IM

Business Unit

Sales

Location

LOC_CN

Site

Shanghai (Shanghai)
Company / Legal Entity
CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd
Functional Area
FCT_MM
Job Type
Full time
Employment Type
Regular
Shift Work
No
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