

Institutional: Regional Business Manager/Senior Regional Business Manager)

Job ID

REQ-10083386

Jul 23, 2026

LOC_IN

About the Role

Location-Bangalore

Key Responsibilities:

- - Lead, coach, and develop the team to achieve sales, productivity, and performance objectives through effective field coaching, call planning, and disciplined execution.
 - Drive business growth for innovative, concept-driven brands across government and institutional healthcare accounts by developing and executing strategic account plans.
 - Navigate the Indian public healthcare ecosystem, including Central and State Government institutions, CGHS, ESIC, Defence, Railways, and leading government medical colleges, to maximize brand access and utilization.
 - Build and strengthen advocacy among healthcare professionals, institutional decision-makers, and key opinion leaders through scientific engagement and evidence-based value discussions.
 - Facilitate inclusion and sustained utilization of company brands within institutional formularies, treatment protocols, and clinical pathways through compliant stakeholder engagement.
 - Identify, map, and engage key stakeholders across institutional accounts, including department heads, formulary committee members, procurement authorities, pharmacists, administrators, and clinical influencers.
 - Assess and address patient access barriers by collaborating with cross-functional teams to develop and implement effective market access solutions.
 - Monitor institutional business performance, analyze account trends, and implement corrective actions to achieve both short-term targets and long-term strategic objectives.
 - Develop and execute regional and territory business plans aligned with brand strategy, including targeting, coverage planning, quarterly priorities, and cycle plan execution.
 - Leverage sales analytics, prescription insights, and market intelligence to enhance targeting, improve field effectiveness, and drive timely corrective actions.
 - Ensure flawless implementation of brand strategies and KPI governance, including coverage, call quality, demand generation, product availability, and risk management across competition, access, and supply.
 - Adhere strictly to company policies, ethical standards, and compliance requirements.
 - Collaborate with Marketing, Medical, Value & Access, Supply Chain, and other cross-functional teams to execute regional initiatives, resolve customer challenges, and improve patient access.
 - Build organizational capability through structured coaching, joint field work, role plays, performance reviews, onboarding, talent development, and succession planning.
 - Own forecasting accuracy, business hygiene, budget management, expense control, and timely reporting/documentation.
 - Partner with distributors and trade channels to ensure product availability, primary-secondary sales alignment, and effective stock and expiry management.
 - Drive omnichannel execution while maintaining high standards of data quality, privacy, and approved content usage.
 - Continuously monitor competitive activities, clinical guidelines, and emerging evidence, translating insights into actionable strategies to protect and grow market share.

Essential Requirements:

- - Bachelor's degree in Life Sciences, Pharmacy, Business Administration, or a related discipline.
 - MBA/PGDM preferred.
 - 6-10 years of pharmaceutical sales experience, including 3-4 years managing Institutional/Government business.
 - Experience in Immunology, Vaccines, Oncology, Cardiovascular, or Specialty Care therapeutic areas preferred.
 - 2-4 years of people management experience with a demonstrated ability to coach, develop, and drive high-performing teams.
 - Proven experience navigating the Indian government healthcare ecosystem, including:
 - Central Government Health Scheme (CGHS)
 - Employees' State Insurance Corporation (ESIC)
 - State Government Health Programs
 - Indian Railways
 - Defence Services
 - Ex-Servicemen Contributory Health Scheme (ECHS)
 - Municipal Corporations
 - Major Government Medical Colleges and Institutions
 - Demonstrated success in launching or scaling innovative therapies within institutional and government healthcare segments is highly preferred.
 - Strong analytical capabilities with proficiency in Microsoft Office applications.
 - Excellent communication, influencing, negotiation, and stakeholder management skills.
 - Strong ethics and compliance mindset, with working knowledge of pharmaceutical promotional codes and SOPs.
 - Prior experience within a Customer Relationship Management (CRM) team will be an added advantage.
 - High field orientation with willingness to travel extensively across the assigned region.

Commitment to Diversity and Inclusion / EEO paragraph:

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

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>

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

Sales

Location

LOC_IN

Site

Karnataka

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited 2/3

Functional Area

FCT_SA

Job Type

Full time

Employment Type

Regular (Sales Manager)

Shift Work

No

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