

Director, Theranostics Marketing Strategy

Job ID

REQ-10082082

Jul 28, 2026

LOC_US

About the Role

Key Responsibilities:

- Partner with the ED, Marketing Strategy to develop a cohesive and integrated marketing strategy and campaign, grounded in deep customer insights
- Own the Theranostics narrative and positioning
- Enable cohesion across brands and indications, avoiding fragmentation as the portfolio expands
- Play a key role in shaping long-term market development and category leadership
- Think outside the box to drive best in class marketing strategies that align to brand goals and maximize business results
- Foster a high performing team that proactively and effectively interfaces across key functions to achieve the product strategies and objectives
- Collaborate with Product Strategy and I&A teams on integrated strategy, plan, and asset(s), as appropriate
- Share and embed knowledge on best practices to engage customers and change behavior across the full brand lifecycle and drive behavior change

Essential Requirements:

- Bachelor's degree in a related field is required; Master of Science, and/or MBA preferred
- At least 7 years of experience in strategy, consulting and/or commercial marketing with multi-functional experience in Pharma or Healthcare preferred, including demonstrated experience of leveraging data, analytics, and customer insights to drive personalization at scale
- Experience in driving high performing brands/corporate strategy in highly competitive categories within the US
- Minimum of 5 years of demonstrated experience of leveraging data, analytics, and customer insights to drive personalization at scale
- Demonstrated success building trusted, collaborative partnerships across diverse stakeholders and cross-functional teams, with a proven track record of fostering high-performing teams
- Transformational Leader with strategic experiences to transform the business into next generation engagement
- Proven ability to develop and execute strategic programs, resources, and initiatives on time, within scope and budget, leveraging strong financial acumen, operational excellence, and the detail-oriented ability to effectively manage multiple priorities in a fast-paced, deadline-oriented environment
- Strong strategic agility with the ability to interpret market data, identify emerging opportunities, and convert insights into actions that drive customer engagement and behavioral change across highly complex brands
- Excellent written and oral communication skills with the ability to effectively communicate complex ideas and information to a range of audiences and stakeholders

Desirable Requirements:

- Recent experience with oncology or specialty treatments strongly preferred

Novartis Compensation Summary:

The salary for this position is expected to range between \$185,500 and \$344,500 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

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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