

Integrated Insights Manager, Execution Excellence

Job ID

REQ-10085164

Aug 05, 2026

LOC_IE

About the Role

Insight Partnership & Generation

- Serve as the primary Integrated Insights partner for assigned Therapeutic Areas and Value & Access teams.
- Translate strategic priorities into clear business questions and actionable analytics requirements.
- Generate insights and recommendations that support brand strategy and business decision-making.
- Lead regular market reviews and performance assessments with cross-functional stakeholders.
- Develop, maintain, and optimize brand-level dashboards, analytics models, and reporting frameworks.
- Integrate internal and external data sources to deliver a comprehensive view of market, customer, and brand performance.
- Lead the design and execution of primary and secondary market research initiatives, including:
 - Patient journey studies
 - Segmentation and targeting analyses
 - Positioning research
 - Market and ecosystem assessments
 - Competitive intelligence activities
- Ensure effective reuse of existing local and global research assets to maximize efficiency and knowledge sharing.
- Act as a key contact for globally driven market research projects and local implementation.
- Coordinate the acquisition and integration of external data sources, including syndicated and panel data.

Forecasting & Market Model Support

- Prepare and maintain market assumptions that support forecasting activities, including epidemiology, market dynamics, competitor developments, uptake trends, and access milestones.
- Partner closely with Therapeutic Area, Finance, and Value & Access teams to ensure alignment on forecasting assumptions and business scenarios.
- Contribute market and access insights to strategic planning processes and business reviews.
- Support the development of KPI frameworks, commercial success indicators, and Value & Access metrics.
- Design dashboards and performance visualizations tailored to diverse stakeholder groups, including Leadership Teams, Therapeutic Area Heads, and Brand Teams.
- Consolidate and prioritize metrics and reporting requirements for integration into enterprise analytics platforms.

Value & Access Insight Enablement

- Execute payer-focused market research and access-related insight projects in collaboration with Value & Access and Therapeutic Area teams.
- Generate customer and market insights through both primary and secondary research methodologies.
- Support evidence-based decision making by identifying access drivers, barriers, and value perception trends.
- Facilitate cross-functional alignment on access assumptions, market dynamics, and growth opportunities.
- Ensure consistent interpretation of market and access insights across Commercial, Finance, and Value & Access stakeholders.

What You'll Bring

Essential Requirements

- Bachelor's degree in Life Sciences, Business, Economics, Market Research, or related field.
- Significant experience in Integrated Insights, Market Research, Business Analytics, Commercial Excellence, Forecasting, or Strategic Planning within the pharmaceutical, biotech, or healthcare industry.
- Strong understanding of Therapeutic Area strategy, brand planning, and Value & Access concepts.
- Proven expertise across:
 - Business Analytics
 - Primary and Secondary Market Research
 - Competitive Intelligence
 - Forecasting and Market Modelling
- Advanced analytical capabilities with strong proficiency in Excel-based analytics, including:
 - Power Query
 - Power Pivot
 - Relational Data Modelling
 - DAX
- Demonstrated ability to transform complex data into clear business insights and strategic recommendations.
- Excellent communication, stakeholder management, and storytelling skills.
- Strong project management capabilities and ability to influence cross-functional teams.
- Experience leveraging digital innovation and AI-enabled solutions to drive business impact.
- Deep commercial understanding of the pharmaceutical environment.
- Knowledge of market research compliance requirements, including transparency and adverse event reporting.
- Fluency in English.

Desirable Requirements

- Advanced degree (MBA, MSc, PhD, or equivalent).
- Experience working directly with Value & Access, Market Access, Pricing, or Healthcare Policy functions.
- Exposure to international or multi-country pharmaceutical organizations.

Why Novartis?

Join a purpose-driven organization where data, insights, and innovation come together to help transform patient outcomes. At Novartis, you will have the opportunity to work with talented colleagues across functions, shape strategic decisions, and contribute to making a meaningful impact on patients' lives worldwide.

Commitment to Diversity & Inclusion

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

Key Performance Indicators

- Delivery of prioritized Therapeutic Area and Value & Access insight roadmaps within agreed timelines.
- Quality, relevance, and actionability of insights delivered to stakeholders.
- Robustness and alignment of forecasting assumptions across functions.
- Adoption and utilization of dashboards, analytics tools, and standardized reporting packages.
- Timely delivery of high-quality market research and decision-ready insights.

Benefits & Rewards

At Novartis, we're committed to reimagining medicine together - and rewarding the people who make it happen.

Expected Annual Base Salary Range for role: 60,830.00 - 86,900.00 - 112,970.00 EUR Annual

The base salary offered is determined based on gender-neutral objectives, such as relevant skills, competencies and experience in accordance with the Novartis pay setting policy and upon joining Novartis will be reviewed periodically.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters.

The rewards of being part of our team go far beyond base pay and incentives. We also offer a variety of competitive benefits in kind to help you thrive personally and professionally, such as insurance plans, retirement plans, wellbeing resources and global recognition programs. In addition, we provide flexible and hybrid working options, where possible, and minimum 14 weeks paid parental leave.

You may be eligible for a company vehicle or a car allowance in accordance with the applicable local Novartis policies and guidelines.

Pay equity is a fundamental principle of our employment policy and reflects our commitment to create a diverse, equitable and inclusive environment that treats all employees with dignity and respect, as outlined in our Code of Ethics.

Read our brochure to learn more about our global total rewards offering:

https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf

Note: Benefits and compensation may vary by country and are subject to local legal requirements, including provisions of collective bargaining agreements where applicable. A full overview of your compensation package, including any relevant collective bargaining agreement details applicable to your role based on your employment location and Novartis employer entity, will be communicated separately to you during the application process.

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

€60,830.00 - €112,970.00

Division

DIV_IM

Business Unit
General Management
Location
LOC_IE
Site
Dublin (Country President Office (CPO))
Company / Legal Entity
IE02 (FCRS = IE002) Novartis Ireland Ltd
Functional Area
FCT_SA
Job Type
Full time
Employment Type
Regular
Shift Work
No
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