

Marketing Lead, Immunology

Job ID

REQ-10086042

Sep 09, 2026

LOC_TW

About the Role

Major accountabilities:

- Develop and execute therapeutic area and brand strategies aligned with local, regional, and global priorities.
- Lead launch excellence across the portfolio, including readiness planning, scenario development, risk mitigation, and stakeholder reviews.
- Coach and develop Brand Managers, build succession pipelines, and foster a high-performing, inclusive marketing team.
- Translate strategy into focused brand plans with clear priorities, KPIs, investment choices, and performance measures.
- Shape innovative go-to-market and omnichannel approaches that improve customer experience and patient impact.
- Own brand performance, forecasting, P&L, and advertising and promotion budgets to deliver sustainable growth.
- Turn market intelligence, customer insights, and performance data into timely strategic and tactical decisions.
- Champion agile ways of working and the adoption of digital, data, and AI-enabled solutions.
- Build strong partnerships across functions and with regional and global stakeholders to ensure aligned, high-quality execution.

Requirements:

- A university degree in business, life sciences, economics, or a related field; an MBA or relevant postgraduate qualification is an advantage.
- Proven pharmaceutical or biotech experience across sales and marketing, with recent pre-launch and launch experience and exposure to full brand lifecycle.
- Direct people leadership experience and a track record of coaching, developing, and managing teams.
- Demonstrated success in preparing and leading complex product launches, including launch readiness reviews, strategic scenario planning, risk management, and stakeholder engagement at local and/or regional.
- Strong cross-functional leadership and the ability to influence effectively in a complex matrix environment.
- Experience engaging healthcare professionals, key opinion leaders, patient organizations, and other external stakeholders.
- Capability in digital marketing, customer journey optimization, content localization, and AI-enabled or predictive tools.
- Strategic agility, sound judgment, and the confidence to lead change amid evolving market conditions.
- Fluency in English and Mandarin.

Role Requirements

Division

DIV_IM

Business Unit

Marketing

Location

LOC_TW

Site

Taipei

Company / Legal Entity

TW03 (FCRS = TW003) Novartis (Taiwan) Co. Ltd

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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