

Senior Manager Marketing

Job ID

REQ-10086404

Sep 24, 2026

LOC_IN

About the Role

Location-Mumbai

Key Responsibilities:

- - Develop and execute the long-term brand strategy, driving sustainable growth and market leadership.
 - Shape and create the market by addressing barriers across diagnosis, treatment initiation, physician adoption, patient activation, and treatment persistence.
 - Drive physician mindset change and establish the brand's role within evolving treatment paradigms.
 - Develop differentiated positioning, value propositions, and customer-centric strategies that address unmet patient and healthcare professional needs.
 - Lead annual brand planning, forecasting, portfolio optimization, and performance management activities.
 - Identify growth opportunities through customer insights, market analytics, and competitive intelligence.
 - Translate market trends, competitive developments, and emerging treatment practices into actionable commercial strategies.
 - Build healthcare professional conviction through evidence-based engagement and compelling scientific communication.
 - Translate complex clinical data into impactful, patient-centered narratives aligned with the treatment journey.
 - Partner with Medical Affairs and field teams to strengthen scientific leadership and healthcare professional education.
 - Develop engagement strategies for key opinion leaders, scientific societies, and strategic healthcare stakeholders.
 - Design innovative patient activation and engagement programs across clinical, digital, and social media channels.
 - Create seamless physician and patient engagement journeys that drive treatment adoption, adherence, and outcomes.
 - Lead cross-functional collaboration across Medical, Sales, Market Access, Digital, Commercial Excellence, and Customer Engagement teams.
 - Ensure alignment of strategic initiatives, customer experiences, and campaigns with overall brand objectives.
 - Drive achievement of sales growth, market share, profitability, and overall business performance targets.
 - Optimize resource allocation and investment decisions to maximize return on investment.
 - Ensure compliance with all applicable ethics, governance, risk, and regulatory requirements.
- Essential Requirements
 - MBA or equivalent postgraduate qualification preferred.
 - 10-12 years of progressive pharmaceutical marketing and commercial experience.
 - Proven success in launching and scaling innovative or first-in-class pharmaceutical brands.
 - Experience in market creation, category development, and demand generation initiatives.
 - Demonstrated ability to influence physician behavior change and drive treatment adoption.
 - Strong experience developing patient activation strategies across clinical, digital, and social media environments.
 - Proven track record of overcoming prescribing, access, reimbursement, and affordability barriers.
 - Strong strategic marketing expertise with measurable commercial and business impact.
 - Ability to translate complex scientific evidence into compelling customer-focused communications.
 - Experience partnering with Medical Affairs and Market Access teams to advance scientific leadership and patient access.

- Demonstrated success influencing senior stakeholders and leading cross-functional teams without direct authority.
- Strong strategic thinking, customer leadership, stakeholder management, and commercial acumen.
- Desirable Requirements
 - Experience within Cardiovascular, Immunology, Oncology, Vaccines, Rare Diseases, or other innovation-driven therapeutic areas.
 - Experience leading market-shaping initiatives in emerging or low-awareness disease areas.
 - Strong expertise in healthcare professional engagement, scientific storytelling, and patient journey design.
 - Advanced knowledge of omnichannel engagement, digital marketing, and customer experience strategies.
 - Experience developing and executing reimbursement, access, and market expansion strategies.
 - High learning agility with demonstrated success navigating complex and evolving healthcare environments.
 - Executive presence with strong enterprise leadership and cross-functional influence skills.
 - Experience building long-term growth strategies and leading high-visibility brands with significant business impact.

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>

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Role Requirements

Division

DIV_IM

Business Unit

General Management

Location

LOC_IN

Site

Mumbai (Head Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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