

Territory Business Executive (TBE), CRM

Job ID

REQ-10084950

Sep 10, 2026

LOC_IN

About the Role

Key Responsibilities:

- Drive territory business plans to exceed sales and growth objectives.
- Build and strengthen customer relationships to deliver impactful solutions.
- Lead multi-channel engagement to maximize coverage and influence.
- Ensure accurate reporting and resolve issues promptly.
- Collaborate with cross-functional teams to optimize resources and forecasts.
- Champion compliance and uphold Novartis' ethical standards.
- Monitor market trends and competitor activities to inform strategy.
- Provide insights to enhance promotional effectiveness and territory performance.

Essential Requirements:

- Science educational background is must, B.Sc., B. Pharma
- Management degree preferred
- Minimum 2+ years in pharmaceutical sales, preferably with a cardiology or other specialty sales background.
- Strong scientific acumen with the ability to translate clinical and product knowledge into value-based selling, effectively communicating differentiated patient and therapeutic benefits to healthcare professionals.
- Proven ability to drive prescription generation and achieve sales targets
- Additional requirement for Institutional TBE/Sr. TBE/ ASM – Understanding/Knowledge of CGHS, ARMY, Railways, ESIC and State Government accounts
- Strong knowledge of disease management and treatment protocols
- Ability to engage with healthcare professionals from the territory effectively
- Preferred experience with specialty as well as mass market product
- Excellent communication, negotiation and relationship-building skills

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

Division
DIV_IM
Business Unit
Marketing
Location
LOC_IN
Site
Kerala
Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited
Alternative Location 1
LOC_JP
Functional Area
FCT_SA
Job Type
Full time
Employment Type
Regular (Sales)
Shift Work
No
Apply to Job

Job ID
REQ-10084950

Territory Business Executive (TBE), CRM

[Apply to Job](#)

Source URL: <https://jobapi.novartis.com/req-10084950-territory-business-executive-tbe-crm>

List of links present in page

1. <https://jobapi.novartis.com/req-10084950-territory-business-executive-tbe-crm>
2. <https://www.novartis.com/about/strategy/people-and-culture>
3. <https://www.novartis.com/careers/benefits-rewards>
4. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Kerala/Territory-Business-Executive--TBE-_REQ-10084950
5. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Kerala/Territory-Business-Executive--TBE-_REQ-10084950