

Lifecycle Management Manager

Job ID

REQ-10085104

Sep 24, 2026

LOC_PH

About the Role

Key Responsibilities

- Develop brand-specific LoE readiness plans, tracking milestones, risks, market dynamics, and value-protection actions.
- Design and execute late lifecycle strategies, including portfolio simplification, SKU and pack optimization, targeted commercial interventions, and resource reallocation.
- Lead the end-to-end transition of brands into the Commercial Portfolio, ensuring clear governance, accountabilities, documentation, budgets, forecasts, insights, and business continuity.
- Assess portfolio performance and recommend investment, externalization, licensing, divestment, or retirement pathways based on value, risk, and complexity.
- Partner across functions and markets to resolve dependencies, align priorities, and translate governance decisions into action.
- Use analytics and business cases to support portfolio reviews, resource-allocation decisions, and performance tracking.
- Build a high-performing, inclusive culture through clear goals, coaching, talent development, and accountability.

Requirements:

- Minimum 8 years of experience in lifecycle management, commercial operations, portfolio management, brand management, or a related discipline within pharmaceuticals, healthcare, or another regulated industry.
- Strong knowledge of LoE planning, mature-brand strategy, portfolio optimization, forecasting, supply planning, and ongoing brand maintenance.
- Proven track record with digital marketing
- Proven success leading complex brand transitions and cross-functional initiatives across teams, markets, or business units.
- Strong commercial and analytical acumen, with the ability to turn market, financial, and performance data into clear recommendations and business cases.
- Understanding of regulatory, quality, legal, and pharmacovigilance interfaces; experience in externalization, divestment, licensing, or asset retirement is an advantage.
- Excellent communication and influencing skills, with the ability to create alignment in a complex matrix environment.
- An enterprise mindset, sound judgment, adaptability, and a strong focus on simplification, execution, and value creation.

Role Requirements

Division

DIV_IM

Business Unit

General Management

Location

LOC_PH

Site

Makati City

Company / Legal Entity

PH03 (FCRS = PH003) Novartis Healthcare Philippines, Inc

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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