NOVARTIS

Area Manager (Regional Business Manager)

Job ID
REQ-10083417
Aug 12, 2026
LOC_IN

About the Role

Key Responsibilities

- Lead and coach the team to achieve sales, productivity and performance targets through strong in-field coaching, call planning and disciplined execution.
- Create and execute regional/territory business plans aligned to brand strategy (targeting, coverage, quarterly priorities, cycle plans) and review progress through regular business reviews.
- Drive high-quality, compliant HCP engagement (cardiologists/physicians) using evidence-led, value-based selling; strengthen disease/patient pathway understanding and objection handling.
- Use sales and prescription insights, analytics and market intelligence to optimize targeting, improve call effectiveness and implement timely corrective actions.
- Ensure brand plan execution and KPI governance (coverage, call quality, demand drivers, availability) and manage risks across competition, access and supply.
- Operate within company policies and ethical codes
- Partner with Marketing, Medical, Value & Access and Supply to deliver regional initiatives, resolve customer issues and improve patient access where applicable.
- Build team capability through structured coaching (joint work, role plays, feedback), onboarding, performance reviews and talent development/succession planning.
- Develop key accounts and KOLs across priority institutions/clinics to build advocacy and sustain demand
- Support market access and institutional processes (where applicable) to improve adoption, affordability and continuity of therapy.
- Own forecasting and business hygiene: accurate outlook, budget/expense discipline, and timely reporting/documentation.
- Work with distribution/trade partners to ensure availability, primary–secondary alignment and stock/expiry risk control in priority channels.
- Drive omnichannel execution and ensure data quality, privacy and use of approved content.
- Continuously track competition and guideline/evidence updates and translate insights into local actions to protect and grow share.

Essential Requirements:

- Bachelor’s degree (Life Sciences/Pharmacy/Business or related).
- MBA/PGDM preferred.
- 6–10 years pharma sales experience; Cardiovascular/ Specialty therapy exposure preferred.

- 2–4 years team handling with strong coaching and performance management skills.
- Strong market understanding and ability to drive compliant, scientific/value-based HCP engagement.
- Experience with launch excellence / go-to-market execution and cross-functional ways of working.
- Strong analytics; proficient in MS Office.
- Strong communication, influencing and stakeholder management skills.
- High ethics and compliance orientation; working knowledge of promotional codes/SOPs.
- Employees with CRM team experience will be preferred
- High field orientation; willing to travel extensively within the region.

Commitment to Diversity and Inclusion / EEO paragraph:

Novartis is committed to building an outstanding, inclusive work environment and diverseteams' 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
Sales
Location
LOC_IN
Site
Maharashtra
Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited
Functional Area
FCT_SA
Job Type
Full time
Employment Type
Regular (Sales Manager)
Shift Work
No
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