NOVARTIS

Area Manager (Regional Business Manager)

Job ID
REQ-10086741
Oct 16, 2026
LOC_IN

About the Role

Location: Kolkata

Key Responsibilities

- Lead and coach the team to achieve sales, productivity and performance targets through strong in-field coaching, call planning and disciplined execution
- Drive effective pre-launch and launch execution for new product, ensuring readiness across teams, customers, and priority accounts.
- 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, tailored HCP engagement 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
- Partner with Marketing, Medical, Value & Access and Supply to deliver regional initiatives, resolve customer issues and improve patient access where applicable
- 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.
- Ensure optimal deployment of promotional resources, marketing inputs, and samples, where applicable, in line with business priorities and company policies.
- Build team capability through structured coaching (joint work, role plays, feedback), onboarding, performance reviews and talent development/succession planning
- Promote a culture of compliance, ethics, and continuous improvement & ensure own & team operation within company policies and ethical codes

Role Requirements

- Bachelor’s degree (Life Sciences/Pharmacy/Business or related).
- MBA/PGDM preferred.
- 4–10 years pharma sales experience, with minimum 2 years in Dermatology segment

- 2–4 years experience in team handling with strong leadership, coaching and performance management skills
- Experience in navigating, driving entry and generating demand in government accounts
- Strong market understanding and ability to drive compliant, scientific/value-based HCP engagement.
- Experience in pre-launch planning and launch execution for specialty or innovative pharmaceutical products
- Experience with launch excellence / go-to-market execution and cross-functional ways of working
- Strong analytics that inform business decisions
- Proficiency in MS Office; digital forward approach
- Ability to build strong market networks and engage effectively with key opinion leaders, institutions, and internal stakeholders.
- Strong communication, influencing and stakeholder management skills.
- High ethics and compliance orientation; working knowledge of promotional codes/SOPs.
- High field orientation; willing to travel extensively within the region

Role Requirements

Division
DIV_IM
Business Unit
Marketing
Location
LOC_IN
Site
West Bengal
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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