NOVARTIS

Head of GBA Strategy & Operation

Job ID
REQ-10090075
Oct 20, 2026
LOC_CN

About the Role

Major accountabilities:

Strategic Leadership

- Lead a newly launched operation aimed at addressing unmet patient needs in the Greater Bay Area (GBA) cities by leveraging products from Hong Kong and Macau.
- Develop and implement strategic plans to enhance healthcare access and delivery in the GBA.
- Utilize agile operating methodologies to drive efficiency and innovation in operations.
- Foster business ecosystem and long-term government-enterprise relationships. Maintain and strengthen long-term strategic cooperation with regulatory bodies, health commissions, medical insurance bureaus, cross-border healthcare platforms, and hospitals across Guangdong, Hong Kong, and Macau, to shape a favorable policy environment.
- Develop and build innovative payment solutions with commercial insurance partners, involving sustainable payment models to reduce the financial burden on patients and expand the accessibility of medicines and medical devices in the Greater Bay Area.
- Define, develop and oversee short- and long-term strategic marketing and sales plans aligned with global and regional strategies.
- Monitor market trends, sales and product performance; conduct regular business reviews and implement corrective actions as needed.

Collaboration & Partnerships

- Collaborate with cross-functional teams to ensure the successful execution of initiatives.
- Keep communicate with key stakeholders, including healthcare providers, government agencies, and industry partners to understand the unmet needs
- Build and strengthen strategic relationships with key customers and stakeholders, including physicians, key accounts, specialty pharmacies, KOLs and payors, in line with compliance requirements.
- Partner with other TA Heads to develop agile, customer-led digital and customer solutions strategies that address evolving business, customer and patient needs.
- Drive effective market support to interpret, localize and operationalize launch strategies and deliverables; act as the primary interface and escalation point for major markets.

Compliance Monitoring

- Ensure compliance with Novartis' internal requirements and relevant regulations and policies in the GBA, Hong Kong, and Macau.
- Ensure adherence to all Ethics, Risk and Compliance policies and management of relevant key processes.
- Report technical complaints, adverse events and special case scenarios related to Novartis products within 24 hours of receipt; manage the distribution of marketing samples where applicable.
- Optimize sales force performance and return on investment, while strengthening commercial capabilities and

developing innovative commercial strategies.
- Manage the unit budget and financial performance.

Key performance indicators:

- Achievement of GBA revenue and revenue growth targets
- Achievement of market share and market share growth targets
- Delivery of profitability targets and effective budget management
- Successful execution of strategic marketing plans, growth initiatives and key product launches
- Portfolio performance, including effective lifecycle management, line extensions and new product launches
- Operational Excellence performance
- Sales force effectiveness, capability development and return on investment
- Customer and stakeholder engagement outcomes
- Our Voice survey results
- Diversity, Equity and Inclusion KPIs
- Strength of succession plans and talent pipeline
- Team capability development and high-profile talent retention

Role Requirements

Division
DIV_IM
Business Unit
General Management
Location
LOC_CN
Site
Guangzhou (Guangdong Province)
Company / Legal Entity
CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd
Functional Area
FCT_CM
Job Type
Full time
Employment Type
Regular
Shift Work
No
Apply to Job

Job ID
REQ-10090075

Head of GBA Strategy & Operation

Apply to Job

Source URL: *https://jobapi.novartis.com/req-10090075-head-gba-strategy-operation*

List of links present in page

1. https://jobapi.novartis.com/req-10090075-head-gba-strategy-operation
2. https://www.moseeker.com
3. https://www.moseeker.com