NOVARTIS

Director, Targeting & Decision Intelligence - Pipeline & Portfolio

Job ID
REQ-10090232
Oct 27, 2026
LOC_US

About the Role

Key Responsibilities:

1. Enterprise Field Intelligence & Orchestration

- Lead the evolution of enterprise field intelligence capabilities including Dynamic Targeting, NBA, field direction, and orchestration.
- Establish a unified approach for connecting targeting, recommendations, account insights, planning, and execution across field teams.
- Drive consistent field experiences across Therapeutic Areas while enabling business-specific needs.

2. Portfolio Strategy & Prioritization

- Own portfolio intake, prioritization, capacity planning, and roadmap governance across TNBA.
- Consolidate and align requirements across Therapeutic Areas and field functions.
- Drive enterprise prioritization decisions based on business value, scalability, impact, and delivery capacity.

3. Cross-Portfolio Capability Leadership

- Lead enterprise initiatives that span multiple Therapeutic Areas, including Dynamic Targeting, Field Orchestration, MSL targeting, and future field intelligence capabilities.
- Develop reusable frameworks, common requirements, and scalable deployment approaches.
- Partner with cross-functional teams to accelerate adoption and maximize reuse.

4. Governance, Standards & Operational Excellence

- Establish common governance, standards, and processes for targeting, NBA, prioritization, and capability deployment.
- Simplify ways of working through standardized frameworks, improved transparency, and reduced operational complexity.
- Strengthen coordination and execution across US and HYD teams.

5. AI & Operating Model Transformation

- Identify and implement opportunities to improve productivity, speed, and quality through AI, automation, and process redesign.
- Drive continuous improvement of TNBA's operating model and enterprise capabilities.
- Enable scalable, data-driven execution across the portfolio.

Novartis seeks an individual with extensive experience in strategic leadership and customer engagement within the pharmaceutical or healthcare industry. This role requires a deep understanding of customer targeting strategies and the ability to align these with broader organizational goals. The candidate should have a proven track record of guiding teams in identifying and prioritizing customers and assessing patient growth opportunities. Experience in reviewing, enhancing targeting methods, and implementing Next Best Action models is crucial for driving engagement and achieving business objectives.

Essential Requirements:

- Advanced degree in Business Administration, Data Science, Analytics, or a related field
- Minimum 8+ years of experience in customer prioritization, analytics, or strategic planning within the pharmaceutical or healthcare industry
- Proven track record of developing and implementing strategic goals and targets for large field teams
- Ability to inspire and guide cross-functional teams towards achieving strategic objectives
- Excellent analytical skills, with the ability to interpret complex data and translate insights into actionable strategies
- Experience in collaborating with senior leadership to align field goals with broader business objectives
- Strong understanding of market dynamics, competitive landscape, and industry trends in pharmaceuticals
- Exceptional communication and interpersonal skills, with the ability to effectively liaise between field teams and senior management
- Demonstrated ability to foster a culture of continuous improvement and data-driven decision-making
- Proficiency in using advanced analytics tools and technologies to support goal setting and performance evaluation

Novartis Compensation Summary:

The salary for this position is expected to range between $185,500.00 and $ 344,500.00.

The final salary offered is determined based on factors like, but not limited to, relevant skills and experience, and upon joining Novartis will be reviewed periodically. Novartis may change the published salary range based on company and market factors.

Your compensation will include a performance-based cash incentive and, depending on the level of the role, eligibility to be considered for annual equity awards.

US-based eligible employees will receive a comprehensive benefits package that includes health, life and disability benefits, a 401(k) with company contribution and match, and a variety of other benefits. In addition, employees are eligible for a generous time off package including vacation, personal days, holidays and other leaves.

Role Requirements

Division
DIV_IU
Business Unit
General Management

Location
LOC_US
Site
Distant Employee - Distant Working Arrangement (DWA) (USA)
Company / Legal Entity
U014 (FCRS = US014) Novartis Pharmaceuticals Corporation
Alternative Location 1
LOC_US
Functional Area
FCT_MM
Job Type
Full time
Employment Type
Regular
Shift Work
No
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