NOVARTIS

CRM & Immunology TA Head

Job ID
REQ-10091034
Oct 27, 2026
LOC_UA

About the Role

Major accountabilities:

- Accountable for delivering the TA sales, market share, and profitability to meet or exceed budget targets.
- Defines, develops and oversees short and long-term strategic marketing (and sales) plans in line with regional & global marketing strategy.
- Monitors market trends, sales and product performance, conducts regular reviews against plans and takes corrective action as required.
- Responsible for the budget and financial performance of the unit.

(Launch and Execution)

- Lead the launch readiness strategic plan of current and future brands in the key markets/regions.
- Drive country brand performance discussion and assess excellence in execution within prioritized markets, leveraging standardized KPIs across Tas.
- Active monitoring of key market events, HCP insights and competitive landscape to aid creating robust strategies and tactics.
- Develop & implement a cross-functional TL (thought leader) engagement strategy for the launch of new indications
- Accountable for overall commercial budget and alignment with cross functional team.
- Build a cross-functional “One Brand Plan” derived market opportunity assessment, stakeholders value drivers, competitive assessment and integrated insights.
- Lead without direct authority a “one-team” cross functional mindset role-modelling clear expectations on focused prioritization for co-created with priority markets and cross functional partners.
- Continuous engagement with priority markets and Regions to provide guidance on the strategic direction and collect external insights.
- Active and influencing collaborator to pipeline teams on behalf of commercial providing input into early commercial opportunities, clarify best clinical development plan that leads to optimal value.
- Provide strategic input into clinical development plan at the GPT meetings to ensure a path to commercialization for future indications and pipeline assets.
- Key member of critical strategic boards that evaluate business development opportunities, assess and refine strategies, and optimize LCM (eg. RDC).
- Ensure strong leadership and guidance on all commercial execution excellence requirements, ICE, field execution, FF messaging, targeting, call plan etc...
- Ensure adherence to all internal, external codes and ethics requirements.
- Ensures alignment to all Ethics, Risk & Compliance policies and manage key processes.
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt.
- Distribution of marketing samples (where applicable)

Key performance indicators:

- Maximization of launch readiness and portfolio value/ growth of key assets for key markets
- Financial & Business results (Revenue growth, Profitability, Market share)
- Strategy/Market Focus (Resource allocation, Long-term BU strategy and planning, Market access effectiveness/impact, Novartis market reputation)
- Operational Excellence (Delivery against development milestones, Product launch success)
- People, Capabilities, and Management (Our Voice survey, Talent development, talent acquisition, Culture, D&I KPIs, Succession Plans strength, High profile turnover, Code of Ethics)

Role Requirements

Division
DIV_IM
Business Unit
General Management
Location
LOC_UA
Site
Kyiv
Company / Legal Entity
UAP0 (FCRS = CH024) NOPH SERVICES UKRAINE
Functional Area
FCT_CM
Job Type
Full time
Employment Type
Regular
Shift Work
No
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