NOVARTIS

Director, Targeting & Field Intelligence

Job ID
REQ-10090131
Oct 27, 2026
LOC_US

About the Role

Key Responsibilities:

- Maintain and improve customer (HCP & Account) targeting strategy for all Novartis field teams in a given function, ensuring they are aligned with the organization's broader strategic goals
- Improve overall targeting methods by identifying and propagating the most up-to-date, effective, and efficient approaches within the team
- Recommend priority accounts / HCPs for field force engagement based on various factors like reimbursement trends, access positioning, network influence, historic responsiveness, brand strategy, competitive pressures, in-depth understanding of the local healthcare ecosystem, etc.
- Address specific account and HCP needs while also adhering to compliance guidelines.
- Devise the call plan for accounts / HCP to balance workload across field force, while also catering to each account stakeholder's unique needs and business objectives
- Support quarterly targeting and field NBA review with key stakeholders
- Support CRM and Field operations to ensure targeting and field NBAs are successfully implemented
- Work with Insights and Analytics Launch I&A team's best practices to develop launch targeting and field NBA ahead of disease state education as well as product approval
- Provide insights on prioritization of accounts / HCPs for field force engagement based on various factors like reimbursement trends, access positioning, depth understanding of the local healthcare ecosystem, etc.
- Implement Next Best Action models across core marketing and field functions to drive better engagement with patients and HCPs
- Work with I&A marketing analytics team to ensure NBA provides a coordinated customer experience
- Coordinate targeting & NBA strategy across all field functions to drive a better customer experience
- Work with I&A AI/Data science team to develop an NBA decision engine
- Develop a feedback mechanism to gather insights from the field to push for continuous improvement

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.

Desirable Requirements:

- Education: 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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