NOVARTIS

Commercial Manager - Gene Therapy

Job ID
REQ-10089399
Oct 29, 2026
LOC_IN

About the Role

Key responsibilities:

1. Commercial Strategy & Business Leadership

- Develop and lead the Gene Therapy commercial strategy aligned to global, regional, and local priorities.
- Drive achievement of sales, patient access, and business objectives.
- Identify growth opportunities and proactively address market barriers.
- Lead annual strategic planning, forecasting, and business reviews.
- Monitor competitive landscape, market dynamics, and emerging opportunities.

2. Marketing Leadership

- Develop and execute brand strategy, customer engagement plans, and multichannel campaigns.
- Generate actionable customer and market insights to shape strategy and tactics.
- Lead segmentation, targeting, and customer experience initiatives.
- Ensure effective deployment and measurement of marketing investments.

3. Sales & Strategic Account Leadership

- Lead the field organization, including Strategic Account Managers and other commercial resources.
- Define account strategies for priority treatment centers and referral networks.
- Drive customer engagement excellence and high-impact stakeholder interactions.
- Establish performance metrics and governance processes to ensure execution excellence.
- Build strong partnerships with key treatment centers, hospitals, and referral ecosystems.

4. Patient Access & Ecosystem Development

- Partner closely with Market Access, Medical Affairs, Patient Services, and External Affairs teams to expand patient access.
- Support development of innovative access solutions and funding pathways.
- Work with institutions and key stakeholders to address system-level barriers to access.

Role Requirements

Division
DIV_IM
Business Unit
Sales
Location
LOC_IN
Site
Mumbai (Head Office)

Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited
Functional Area
FCT_MM
Job Type
Full time
Employment Type
Regular
Shift Work
No
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