NOVARTIS

Sr/ Brand Manager - Renal

Job ID
REQ-10091190
Nov 03, 2026
LOC_TW

About the Role

Major Accountabilities:

- Lead brand strategy and launch planning as part of the Integrated Brand and Launch Teams.
- Carry out, track and analyse tactical plans that drive brand growth and market share.
- Develop promotional activities that follow internal SOPs and the Code of Conduct.
- Manage brand budgets, forecasts and the marketing mix to make sure spending pays off.
- Gather market and customer insights to find new opportunities.
- Work with Medical colleagues to identify key centres, KOLs and patient needs in your territory.
- Make sure all safety and regulatory communications to healthcare professionals are compliant.

Requirements:

- At least 5 years of brand management experience in pharma industry
- New product launch experience, with strong launch skills and demonstrated track record in launch
- Renal, Specialty,or rare disease experience a plus
- Proven leadership skills, with experience coaching and motivating a team
- Proven exceptional external customer focus and building strong relationship with KOLs.
- Ability to bring strategy to life through execution.
- Proven ability to work cross-functionally.

Role Requirements

Division
DIV_IM
Business Unit
Marketing
Location
LOC_TW
Site
Taipei
Company / Legal Entity
TW03 (FCRS = TW003) Novartis (Taiwan) Co. Ltd
Functional Area
FCT_MM
Job Type
Full time
Employment Type
Regular
Shift Work
No
Apply to Job

Job ID
REQ-10091190

Sr/ Brand Manager - Renal

Apply to Job

Source URL: *https://jobapi.novartis.com/req-10091190-sr-brand-manager-renal*

List of links present in page

1. https://jobapi.novartis.com/req-10091190-sr-brand-manager-renal
2. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Taipei/Sr--Brand-Manager---Renal_REQ-10091190-1
3. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Taipei/Sr--Brand-Manager---Renal_REQ-10091190-1