NOVARTIS

Product Manager

Job ID
REQ-10086721
Nov 09, 2026
LOC_PH

About the Role

Major Accountabilities:

- Define the product and brand strategy in partnership with local management and global marketing teams, translating it into effective tactical plans and projects.
- Execute, monitor, and analyse agreed tactical plans to drive sustainable brand growth.
- Lead the development of promotional activities in line with internal procedures and Code of Conduct requirements.
- Manage brand budgets, forecasts, and expenses, and evaluate the marketing mix for cost-effectiveness and impact.
- Generate market and customer insights through stakeholder interactions and identify new growth opportunities.
- Monitor product performance and the external environment, taking timely corrective action to achieve business objectives.
- Partner with Marketing and Medical teams to maximise impact, including identifying relevant centers, key opinion leaders, and other external experts by disease area.
- Identify the needs of different patient segments and assess the implications of the disease within the assigned market or territory.

Requirements:

- Minimum 3 years experience in pharmaceutical or healthcare industry
- Proven marketing experience and track record in brand growth
- Strong strategic thinking, analytical, project management, and budget-management capabilities.
- Ability to turn customer and market insights into clear, actionable plans.
- Excellent cross-functional collaboration and stakeholder-management skills.
- A proactive, results-oriented mindset

Role Requirements

Division
DIV_IM
Business Unit
Marketing
Location
LOC_PH
Site
Makati City
Company / Legal Entity
PH03 (FCRS = PH003) Novartis Healthcare Philippines, Inc
Functional Area
FCT_MM
Job Type
Full time
Employment Type
Regular

Shift Work
No
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