NOVARTIS

Director, Theranostics Marketing Strategy - Radioligand Imaging

Job ID
REQ-10091410
Nov 09, 2026
LOC_US

About the Role

Key Responsibilities:

- Develop a cohesive and integrated marketing strategy for the RLI portfolio and drive execution
- Lead RLI commercial strategy and planning, translating the portfolio ambition into an integrated near-, mid-, and long-term marketing roadmap with clear priorities, investments, milestones, and measures of success
- Develop deep understanding of the market, customer, and theranostics ecosystem
- Lead targeted activation, developing and optimizing an integrated customer engagement approach across channels for RLI
- Play a key role in shaping near-term and long-term market development and category leadership
- Think outside the box to drive best in class marketing strategies that align to brand goals and maximize business results
- Interfaces effectively across key functions to achieve the product strategies and objectives
- Share and embed knowledge on best practices to engage customers and change behavior across the full brand lifecycle and drive behavior change

Essential requirements:

- Bachelor's degree in a related field is required; Master of Science, and/or MBA preferred
- Minimum of 7 years of experience in strategy, consulting and/or commercial marketing with multi-functional experience in diagnostics imaging, pharma or healthcare preferred, including demonstrated experience of leveraging data, analytics, and customer insights to drive behavior change at scale
- Experience in driving high performing brands/corporate strategy in highly competitive categories within the US
- Demonstrated ability to build strong business collaborative relationships with various stakeholders and work effectively on a team
- Transformational leader with strategic experiences to transform the business into next generation engagement
- Exhibits curiosity and embraces continuous learning mindset, combining problem-solving, learning agility, and responsible AI practices to reimagine how marketing strategies are developed, executed, and measured for greater customer impact.
- Excellent written and oral communication skills with the ability to effectively communicate complex ideas and information to a range of audiences and stakeholders
- Ability to develop and deliver resources / programs / tactics on time, on scope, on budget, with strong financial acumen

- Detail-oriented with the ability to manage multiple tasks, priorities, and deadlines

Desirable Requirements:

- Recent experience with diagnostics imaging, oncology, or specialty treatments strongly preferred

Novartis Compensation Summary:

The salary for this position is expected to range between $185,500 and $344,500 per year.

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
Marketing
Location
LOC_US
Site
East Hanover
Company / Legal Entity
U014 (FCRS = US014) Novartis Pharmaceuticals Corporation
Functional Area
FCT_MM
Job Type
Full time
Employment Type
Regular
Shift Work
No
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