NOVARTIS

Integrated Insights Business Partner

Job ID
REQ-10092277
Nov 10, 2026
LOC_NL

About the Role

Key Responsibilities

Integrated Insights Partnership & Demand Shaping

- Act as the primary Integrated Insights partner for assigned Therapeutic Area(s) and/or Value & Access, consolidating insights and analytics needs across Commercial and cross-functional stakeholders.
- Translate business strategy and priorities into clear insights, analytics and market research questions.
- Lead and support primary and secondary market research across areas including patient journey mapping, segmentation, positioning, market mapping, competitive intelligence and ecosystem assessments.
- Integrate internal KPIs with multiple external data sources to generate holistic insights on market, customer, patient and brand performance.
- Ensure effective reuse of existing local and international research and insights before commissioning new research, helping to avoid unnecessary duplication.
- Act as a key local partner for internationally driven primary market research initiatives.
- Coordinate external data acquisition, including syndicated data, panels and other sources, in line with Integrated Insights standards.
- Build understanding and data literacy around market, sales, customer and patient data across the organization.
- Act as a key point of contact for relevant secondary data and insights sources, including IQVIA datasets and standardized internal performance metrics.
- Continuously identify emerging market trends, competitive developments, customer behaviors and unmet needs and translate these into opportunities or potential risks for the business.

Forecasting & Market Modeling

- Develop and maintain robust market assumptions to support forecasting, including epidemiology, market development, competitor events, uptake assumptions and access milestones.
- Partner with Data, Analytics & Platforms to translate business requirements and market assumptions into data products, analytical solutions and relevant KPIs.
- Co-create research designs and analytics requirements that address priority business questions and support effective decision-making.
- Partner with Therapeutic Areas, Finance and Value & Access to provide market and access inputs into product and Therapeutic Area forecasts and scenario planning.
- Support the assessment and quantification of growth opportunities, ensuring functions work from a consistent and aligned set of market assumptions.
- Provide relevant insight and analytical input to Field Excellence activities, including target setting where appropriate.

Value & Access Insights

- Partner with Value & Access and Therapeutic Area teams to execute payer research and access-related insight generation.
- Generate insights from primary and secondary research to support understanding of value perception, access drivers, barriers and customer needs.
- Coordinate relevant external data acquisition and synthesize customer and market insights to inform Value & Access

strategy and decision-making.
- Partner across Therapeutic Areas, Finance and Value & Access to align access-related forecasting assumptions and market outlooks.
- Create an integrated perspective that enables cross-functional teams to make decisions based on a consistent interpretation of the available evidence.

Data Analysis & Business Insights

- Define and align key performance indicators that effectively measure business and brand performance.
- Gather, connect and analyze large and complex datasets to identify meaningful patterns, trends, opportunities and risks.
- Conduct in-depth analyses across financial and market performance, competitive activity, sources of business, customer engagement and patient dynamics.
- Apply advanced analytics and appropriate research methodologies to answer key strategic business questions.
- Convert complex data and information into clear, relevant insights and actionable recommendations.
- Combine quantitative and qualitative insights to build a comprehensive understanding of market dynamics and business performance.

Reporting & Data Storytelling

- Develop and deliver high-quality reports, presentations and insight narratives for senior stakeholders.
- Translate complex analyses into compelling stories that clearly explain the business implications and recommended actions.
- Communicate insights in a way that enables confident, evidence-based decision-making.
- Partner with Data, Analytics & Platforms and other teams to ensure data accuracy, consistency and integrity.
- Identify opportunities to continuously enhance dashboards, data products and analytical approaches.
- Drive adoption and effective use of standardized dashboards, analytics and insight solutions across relevant business teams.

Innovation & Advanced Analytics

- Leverage digital innovation and AI-enabled solutions to improve the quality, speed and impact of insight generation.
- Use tools and technologies including SQL, Snowflake, Alteryx and Power BI to access, analyze, connect and visualize data.
- Explore opportunities to automate and streamline analytics and reporting and enable more efficient decision-making.
- Promote innovative approaches to market research, analytics, forecasting and insight generation to maximize customer and business value.

Key Performance Indicators

Success in the role will be measured through areas including:

- Delivery and impact of the Therapeutic Area and Value & Access insights roadmap.
- Relevance, clarity and actionability of insights and recommendations.
- Quality and robustness of forecasting assumptions and cross-functional alignment.
- Quality and timeliness of primary and secondary market research.
- Adoption and effective use of dashboards, standardized reports and analytics solutions.
- Ability to translate diverse data sources into integrated, decision-ready insights.
- Contribution of insights to commercial and Value & Access decision-making.
- Strength of cross-functional collaboration and stakeholder satisfaction.

What You’ll Bring to the Role

Education

- Bachelor’s degree in Life Sciences, Business, Economics, Market Research, Data & Analytics or a related discipline.
- Advanced degree is strongly preferred.

Languages

- Fluency in English.

Experience & Professional Requirements

- 4+ years of relevant experience in Integrated Insights, market research, business analytics, forecasting, commercial strategy or a related role within the pharmaceutical, biotech or healthcare industry.
- Strong strategic, analytical and data insights capabilities, with broad and deep expertise across Insights & Analytics, including Business Analytics, Primary and Secondary Market Research, Competitive Intelligence and Forecasting.
- Extensive experience demonstrating strong commercial acumen within the pharmaceutical industry, or significant functional expertise in innovative research, insights and analytics combined with a strong understanding of marketing and commercial decision-making.
- Proven ability to apply industry-leading market research, forecasting and business analytics methodologies and synthesize outputs into integrated, actionable insights.
- Experience supporting Therapeutic Area, brand and/or Value & Access planning, ideally within a complex cross-functional environment.
- Strong ability to convert complex data and information into business-relevant insights and strategic recommendations.
- Demonstrated experience leveraging digital innovation and advanced analytics to improve business outcomes and maximize customer value.
- Experience collaborating with senior stakeholders and the confidence to ask the right questions, constructively challenge assumptions and influence business decisions.
- Experience integrating diverse quantitative and qualitative data sources to build a holistic view of market and business performance.

Technical & Functional Skills

- Strong hands-on analytical capabilities and experience working with large and complex datasets.
- Technical proficiency in SQL and Business Intelligence tools.
- Experience with the relevant analytics technology stack, particularly Snowflake, Alteryx and Power BI.
- Strong capabilities across primary market research, secondary market research, business analytics, competitive intelligence and forecasting.
- Ability to synthesize multiple data sources into clear, integrated insights that answer strategic business questions.
- Strong strategic, creative and integrative thinking, complemented by advanced data and analytics capabilities.
- Excellent analytical and problem-solving skills with the ability to identify what matters most in complex datasets.
- Strong presentation and data visualization capabilities.
- Excellent communication and storytelling skills, with the ability to communicate complex insights simply and influence senior stakeholders.
- Ability to successfully leverage digital innovation, advanced analytics and emerging technologies to create business value.

Leadership & Mindset

- Strategic and curious thinker who connects data, customer insights and business context to identify opportunities and shape decisions.
- Confident and credible business partner with the ability to ask the right questions at the right time and constructively challenge senior business leaders.
- Strong desire for collaboration and constructive solution finding across functions.
- Comfortable navigating complexity and ambiguity, while maintaining a clear focus on business outcomes.

- Able to balance analytical rigor with commercial pragmatism and speed.
- Collaborative, proactive and able to build effective relationships across Commercial, Value & Access, Finance and Data & Analytics teams.
- Strong commitment to innovation, continuous improvement and the effective use of data and technology.
- High integrity and ethical mindset, aligned with Novartis values and behaviors.

Benefits & Rewards

At Novartis, we’re committed to reimagining medicine together - and rewarding the people who make it happen.

Expected Annual Base Salary Range for role: 61,400.00 - 87,700.00 - 114,000.00 EUR Annual

The base salary offered is determined based on gender-neutral objectives, such as relevant skills, competencies and experience in accordance with the Novartis pay setting policy and upon joining Novartis will be reviewed periodically.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters.

The rewards of being part of our team go far beyond base pay and incentives. We also offer a variety of competitive benefits in kind to help you thrive personally and professionally, such as insurance plans, retirement plans, wellbeing resources and global recognition programs. In addition, we provide flexible and hybrid working options, where possible, and minimum 14 weeks paid parental leave.

You may be eligible for a company vehicle or a car allowance in accordance with the applicable local Novartis policies and guidelines.

Pay equity is a fundamental principle of our employment policy and reflects our commitment to create a diverse, equitable and inclusive environment that treats all employees with dignity and respect, as outlined in our Code of Ethics.

Read our brochure to learn more about our global total rewards offering:

https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf

Role Requirements

Primary location salary range
€61,400.00 - €114,000.00
Division
DIV_IM
Business Unit
Marketing
Location
LOC_NL
Site
Amsterdam

Company / Legal Entity
NL08 (FCRS = NL008) Novartis Pharma B.V.
Functional Area
FCT_MM
Job Type
Full time
Employment Type
Temporary (Fixed Term)
Shift Work
No
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List of links present in page

1. https://jobapi.novartis.com/req-10092277-integrated-insights-business-partner
2. https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf
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