

# Sr. Business Insight & Strategy Manager

Job ID

REQ-10071439

Feb 27, 2026

LOC\_CN

## About the Role

JTBD:

- Designing and conducting market research studies: identifying areas for research, deciding on the appropriate methodology, survey framework design and analysis and interpreting the results together with TA brand team and market research agencies
- Consumer behavior analysis: understanding why consumers behave the way they do, what motivates them, what their needs and wants are, and how these factors affect their prescribing decisions.
- Working with other departments such as marketing, sales, product development and value access etc, providing them with valuable insights that can help them make better decisions.
- Competitive analysis: understand and report on competitors' activities, strategies, and market positions.

Education: Business/engineering/scientific education, Master and above

Languages: Chinese native speaker. Fluent in both written and oral English

Key Experience & Success Profile:

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- More than 8 years' experience in market research position in healthcare industry.
- Proven capability in market research abilities, including analytical, detail-oriented, good communicators, strong problem-solving skills, excellent project management skills and solid storytelling capability.
- Better to have consulting experience from consulting firms.
- Proficient in statistical analysis software and other tools used in market research.
- Good at communicating & coordinating across x-functional teams, across internal & external key stakeholders
- Curious, customer focused, result-driven, agile to business change, and long-termism

## Role Requirements

**Why Novartis:** Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other. Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together? <https://www.novartis.com/about/strategy/people-and-culture>

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Division

DIV\_IM

Business Unit

Sales

Location

LOC\_CN

Site

Shanghai (Shanghai)

Company / Legal Entity

CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Functional Area

FCT\_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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