

# Sr Business Excellence & Insights Mgr

Job ID

REQ-10073852

Mar 11, 2026

LOC\_MY

## About the Role

Major accountabilities:

- Manage the Sales Force Effectiveness team or lead a key process/service within the team
- Setup infrastructure and systems in close alignment with Regional Commercial Excellence team (CRM, Analytics, Dashboards, Insights, etc.) and ensure high data quality and utilization
- Implement standardized Sales Force Effectiveness systems, tools, analytics, performance dashboards and quantitative and qualitative KPIs
- Manage Field Force productivity and improve quality and transparency of resource allocation decision making by targeting and segmentation, territory design/ alignment, Field Force capacity planning, product allocation, call plan design and monitoring, account planning and customer acquisition strategies and action plans, performance measurement, monitoring and Field Force ROI analysis
- Maintenance of CRM system including data extraction and monitoring KAM standards –
- Drive the systematic generation of insights and generating recommendations for the business
- Ensuring the compilation and monthly analysis of market data
- Creation of ad hoc market, product and business analysis based on internal and external data
- Create presentations for the sales leadership team
- Develop, upgrade and monitor Field Force incentive systems
- Align strategic company and Business Unit objectives with sales and promotion plans and incentive schemes
- Support projects for the business unit that involve resource allocation (e.g. launch planning)
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt
- Distribution of marketing samples (where applicable)

Key performance indicators:

- Timeline, quality and budget of projects
- Management of systems to ensure accurate reporting e.g. customer calls (CRM) and account planning activities and others
- Accurate implementation of the incentive scheme and payment calculations
- Implementation & delivery of launch and post launch measurements
- undefined

Minimum Requirements

- Work Experience:
- Sales in Healthcare / Pharma / related business. Commercial experience and/or leadership experience in Healthcare.
- Skills: Bi (Business Intelligence). Business Analysis. Business Dashboards. Capacity Planning. Cooling Systems. Customer Acquisition Strategies. Customer Retention. Customer Service. Data Extraction. Data Quality. Management Skills. Merchandising. Performance Measurement. Salesforce Crm. Security Policies. Self-Motivated.
- Languages :English.

## 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>

**Benefits and Rewards:** Learn about all the ways we'll help you thrive personally and professionally.

[Read our handbook \(PDF 30 MB\)](#)

Division

DIV\_IM

Business Unit

Sales

Location

LOC\_MY

Site

Selangor

Company / Legal Entity

MY01 (FCRS = MY001) Novartis Corporation (Malaysia) Sdn. Bhd. (19710100054)

Functional Area

FCT\_SA

Job Type

Full time

Employment Type

Regular

Shift Work

No

[Apply to Job](#)

Job ID

REQ-10073852

## Sr Business Excellence & Insights Mgr

[Apply to Job](#)

---

**Source URL:** <https://prod1.jobapi.novartis.com.cn/req-10073852-sr-business-excellence-insights-mgr>

### List of links present in page

1. <https://prod1.jobapi.novartis.com.cn/req-10073852-sr-business-excellence-insights-mgr>
2. <https://www.novartis.com/about/strategy/people-and-culture>
3. [https://www.novartis.com/sites/novartis\\_com/files/novartis-life-handbook.pdf](https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf)
4. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Selangor/Sr-Business-Excellence---Insights-Mgr\\_REQ-10073852-1](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Selangor/Sr-Business-Excellence---Insights-Mgr_REQ-10073852-1)
5. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Selangor/Sr-Business-Excellence---Insights-Mgr\\_REQ-10073852-1](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Selangor/Sr-Business-Excellence---Insights-Mgr_REQ-10073852-1)