

# Executive Director, Marketing Strategy - CAR-T Immunology

Job ID

REQ-10073464

Mar 20, 2026

LOC\_US

## About the Role

### Key Responsibilities:

- Develop a cohesive and integrated marketing strategy and execution plan, including world-class campaigns, grounded in deep human insight, aligned with the overall product strategy
- Partner with CXPO team and Content Lab to create customer-centric experiences rooted in human insights and develop break-through content that resonates with target audiences
- Translate in-market data signals to actions that lead to behavior change
- Drive best in class digital marketing strategies that align to brand goals and maximize business results and ensure digital plans are appropriately implemented and optimized
- Identify opportunities to flex resources within the team to meet evolving business needs optimizing reach, relevance, ROI and brand impact.
- Foster a high performing team that proactively and effectively interfaces across key functions to achieve the product strategies and objectives

### Essential Requirements:

- Bachelor's degree in a related field is required; Master of Science, and/or MBA preferred
- Minimum of 10 years of experience in commercial Marketing with demonstrated experience in leveraging data, analytics, and customer insights to drive personalization at scale
- Experience in driving high performing brands 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
- Track record of fostering high performing teams and experience managing direct reports
- 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 launch experience in specialty treatments and or rare diseases strongly preferred
- Multi-functional experience in Pharma or Healthcare

### Novartis Compensation Summary:

The salary for this position is expected to range between \$236,600 and \$439,400 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

**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\_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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