

# Sr.Brand Manager / Brand Manager

Job ID

REQ-10075867

Apr 15, 2026

LOC\_SA

## About the Role

Major Accountabilities:

- Prepares content of Integrated Brand Teams and Launch Teams.
- Responsible for execution, monitoring and analysis of the agreed tactical plans in order to ensure the growth of the brand(s).
- Lead the development of promotional activities in line with internal SOPs and Code of Conduct guidelines.
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.
- Identifies area market insights and opportunity via customer interactions.
- Monitors product performance and external environment using appropriate tools and taking corrective action if required to meet business objectives.
- Collaborate with Marketing and Medical teams to maximize activities: -Scout centres, KOLs and OLs by disease within assigned territory.
- Identify specific needs for each segment of patients and the implications of the disease for each of them within assigned territory.

Requirements:

- Minimum 2 years brand management experience with pharmaceutical industry. Previous Sales management / Market access experience is desirable
- Demonstrated success in launching product.
- Experience in Immunology Disease area preferred,
- Local market experience preferred
- Fluent in English and Arabic language

Commitment to Diversity and Inclusion

Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

## 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\_SA  
Site  
Riyadh  
Company / Legal Entity  
SA01 (FCRS = SA001) Novartis Saudi Arabia Ltd  
Functional Area  
FCT\_MM  
Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
No  
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