

Sales & Marketing Manager Gene Therapy

Job ID

REQ-10080969

Jun 12, 2026

LOC_MX

About the Role

Key Responsibilities -

- Lead product launch and lifecycle management, coordinating cross-functional teams (Medical, Market Access, Regulatory, Sales) to ensure aligned and effective execution of global and local strategies.
- Lead, coach, and align the sales team, ensuring strong field execution, consistent messaging, and achievement of commercial targets through effective collaboration and training. (aligned with typical pharma marketing leadership scope)
- Analyze market insights, competitive landscape, and patient dynamics to identify growth opportunities, optimize forecasts, and adjust tactical plans based on data-driven decisions.
- Drive stakeholder engagement initiatives, including collaboration with KOLs, medical societies, and patient advocacy groups to increase disease awareness and product adoption.
- Ensure full regulatory and compliance adherence across all promotional materials and activities, maintaining high scientific accuracy in communicating product benefits and risks.

Ideal Profile -

- A Senior Marketing professional / Commercial Lead who has led launches and teams, ideally in oncology, rare diseases, or advanced therapies.
- Proven experience in:
 - Brand Leadership / Marketing Lead / Commercial Lead roles
 - Product launches (pre-launch + launch + early growth)
- Strong track record managing both marketing strategy and field execution (sales leadership)
- Ability to define and execute end-to-end brand strategy (positioning, segmentation, omnichannel campaigns)
- Strong P&L mindset and performance ownership (forecasting, growth acceleration)
- Experience translating global strategies into locally relevant execution plans
- Proven leadership in complex, high-stakes launches
- English at an advanced level

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

Marketing

Location

LOC_MX

Site
INSURGENTES
Company / Legal Entity
MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.
Functional Area
FCT_MA
Job Type
Full time
Employment Type
Regular
Shift Work
No
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