

ED, Decision Science, Renal TA and US Portfolio Product Strategy

Job ID

REQ-10072800

Mar 03, 2026

LOC_US

About the Role

Key Responsibilities:

- Shape the strategic direction of the brand by leveraging insights to identify opportunities, address challenges, and optimize performance
- Integrate and synthesize insights from across IDS functions to deliver comprehensive, actionable recommendations that address key brand objectives
- Actively participate in IPST discussions and decision-making, contributing data-driven insights and challenging established thinking to refine strategies
- Understand and help craft the brand narrative for IPST meetings and conversations with senior leadership
- Serve as the primary point of contact and proactive strategic thought partner for the Integrated Product Strategy Team (IPST) and General Management (GM), driving brand performance narrative, and ensuring consistent communication and alignment and collaborate with the IPST Lead to further refine analyses & sharpen insights / recommendations
- Lead IDS POD at product level by working across IDS pillars to direct and synthesize information to help drive brand performance and share key insights with the IPST, while actively pressure-testing and challenging current thinking to drive innovation and informed decision-making
- Support the generation and analysis of insights throughout the entire product lifecycle, ensuring continuous improvement and alignment with brand goals
- Synthesize large volumes of analytics provided by GM, ensuring that insights are translated into actionable strategies for the brand and Pressure-test insights and analyses to ensure robust, high-quality recommendations that drive brand success
- Integrate performance analytics (e.g., diagnose current results with aligned KPIs and drivers, provide clarity on root cause) and predictive analytics (e.g., data-driven scenarios and simulations) to explore/address business issues in the context of the brand
- Lead a team of Brand Performance Managers, fostering a high-performing culture focused on innovation, collaboration, and continuous improvement

Essential Requirements:

What you will bring to this role:

Novartis seeks an individual with extensive experience in the pharmaceutical or healthcare industry, with a deep understanding of product lifecycle management, market dynamics, and regulatory environments. A proven track record in brand performance management, strategic planning, or a similar role, the person should demonstrate the ability to develop strategic insights that drive brand success and align with organizational goals. The candidate should be able to manage high performing teams, fostering a collaborative and innovative work environment.

Additional qualifications are as follows:

- Ten plus years of experience in the pharmaceutical or healthcare industry, with a deep understanding of brand management, product lifecycle management and market dynamics
- A bachelor's degree in business administration, Life Sciences, Data Science or a related field; an MBA or advanced degree is strongly preferred

- Strong background in therapeutic area strategy, product lifecycle management, and early-stage asset planning, ideally with experience in both established and launch products.
- five plus years of domain expertise in these areas are highly desired: secondary data analytics, data science, primary market research, field analytics and insights, market access and patient service analytics, or other related strategic analytics and management consulting
- Expertise in synthesizing complex data from diverse sources to drive actionable, business-aligned insights and inform strategic decisions across the product lifecycle
- Ability to work effectively with cross-functional teams and drive strategic brand initiatives, including ability to influence without authority
- Excellent communication skills, capable of effectively collaborating with senior leadership and aligning diverse teams around strategic goals for IPST.
- Proficiency in insight and hypothesis generation, behavioral science, data science, and primary and secondary research methodologies.

The salary for this position is expected to range between \$236,600.00 and \$439,400.00 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.

To learn more about the culture, rewards and benefits we offer our people [click here](#).

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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