

Brand Manager -Commercial Portfolio

Job ID

REQ-10080361

Jun 09, 2026

LOC_SA

About the Role

Major Accountabilities:

- Lead and manage the Commercial Portfolio to deliver sustainable growth and strong performance across assigned brands.
- Develop and execute portfolio and brand strategies aligned to business priorities, market dynamics, and customer needs.
- Create operational plans across the brand lifecycle to optimize return, support launches, and strengthen lifecycle management.
- Drive excellence in forecasting, business performance monitoring, and corrective action planning to achieve sales, market share, and profitability targets.
- Build customer understanding through market insights and apply omnichannel approaches to improve engagement with healthcare professionals, patient groups, and key stakeholders.
- Oversee the development and approval of promotional materials and commercial programs in line with company and regulatory requirements.
- Lead Patient Support Programs and Risk Management Plan activities in close collaboration with Medical, Regulatory, Pharmacovigilance, Compliance, and other cross-functional partners.
- Manage portfolio budgets effectively, ensuring strong financial governance and optimal use of investments.
- Provide product and brand training to relevant teams to strengthen knowledge, alignment, and execution quality.

Minimum Requirements:

- University degree or equivalent in Pharmacy, Marketing, Business, or a related field.
- 3–5 years of field sales, brand management, or related marketing experience within the healthcare or pharmaceutical industry.
- Prior experience in product executive or related marketing services roles is an advantage.
- Strong commercial acumen with experience in portfolio strategy, forecasting, customer engagement, and cross-functional collaboration.
- Demonstrated ability to manage multiple priorities, drive execution, and work effectively across functions.
- Strong communication, stakeholder management, and analytical skills.
- Saudi nationality is preferred.

Role Requirements

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Division

DIV_IM

Business Unit

Marketing
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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