

Area Manager (Regional Business Manager)

Job ID

REQ-10082915

Jul 14, 2026

LOC_IN

About the Role

Key Responsibilities

- - Lead and coach the team to achieve sales, productivity and performance targets through strong in-field coaching, call planning and disciplined execution.
 - Create and execute regional/territory business plans aligned to brand strategy (targeting, coverage, quarterly priorities, cycle plans) and review progress through regular business reviews.
 - Drive high-quality, compliant HCP engagement (cardiologists/physicians) using evidence-led, value-based selling; strengthen disease/patient pathway understanding and objection handling.
 - Use sales and prescription insights, analytics and market intelligence to optimize targeting, improve call effectiveness and implement timely corrective actions.
 - Ensure brand plan execution and KPI governance (coverage, call quality, demand drivers, availability) and manage risks across competition, access and supply.
 - Operate within company policies and ethical codes
 - Partner with Marketing, Medical, Value & Access and Supply to deliver regional initiatives, resolve customer issues and improve patient access where applicable.
 - Build team capability through structured coaching (joint work, role plays, feedback), onboarding, performance reviews and talent development/succession planning.
 - Develop key accounts and KOLs across priority institutions/clinics to build advocacy and sustain demand
 - Support market access and institutional processes (where applicable) to improve adoption, affordability and continuity of therapy.
 - Own forecasting and business hygiene: accurate outlook, budget/expense discipline, and timely reporting/documentation.
 - Work with distribution/trade partners to ensure availability, primary–secondary alignment and stock/expiry risk control in priority channels.
 - Drive omnichannel execution and ensure data quality, privacy and use of approved content.
 - Continuously track competition and guideline/evidence updates and translate insights into local actions to protect and grow share.

Essential Requirements:

- - Bachelor's degree (Life Sciences/Pharmacy/Business or related).
 - MBA/PGDM preferred.
 - 6–10 years pharma sales experience; Cardiovascular/ Specialty therapy exposure preferred.
 - 2–4 years team handling with strong coaching and performance management skills.
 - Strong market understanding and ability to drive compliant, scientific/value-based HCP engagement.
 - Experience with launch excellence / go-to-market execution and cross-functional ways of working.
 - Strong analytics; proficient in MS Office.
 - Strong communication, influencing and stakeholder management skills.
 - High ethics and compliance orientation; working knowledge of promotional codes/SOPs.
 - Employees with CRM team experience will be preferred
 - High field orientation; willing to travel extensively within the region.

Commitment to Diversity and Inclusion / EEO paragraph:

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

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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Role Requirements

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[Read our handbook \(PDF 30 MB\)](#)

Division

DIV_IM

Business Unit

Marketing

Location

LOC_IN

Site

Delhi Territory

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

FCT_SA

Job Type

Full time

Employment Type

Regular (Sales Manager)

Shift Work

No

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