

CRM TA Head

Job ID

REQ-10083414

Jul 29, 2026

LOC_KR

About the Role

Major accountabilities:

- Accountable for delivering the TA sales, market share, and profitability to meet or exceed budget targets.
- Defines, develops and oversees short and long-term strategic marketing (and sales) plans in line with regional & global marketing strategy.
- Monitors market trends, sales and product performance, conducts regular reviews against plans and takes corrective action as required.
- Drives the growth of the TA by establishing growth plans for existing products, effectively manages their life cycle, successfully launches line extensions and new products; establishes and manages effective strategic partnerships.
- Enhances sales force capabilities and continues to develop innovative commercial strategies to ensure success in an evolving healthcare environment.
- Partners with other TAs heads and supports in the development of an agile, customer-led digital and customer solutions strategy which meets the evolving needs of the business, our customers and patients.
- Responsible for the budget and financial performance of the unit.
- Successfully lead the TA team, managing all people-management related processes (recruiting, performance management, coaching).
- Identifies and builds key capabilities, talent pipeline and ensure proper development of assigned people.
- Support the development and execution of comprehensive marketing strategies, including, product positioning, differentiation, and scientific message to maximize market penetration.
- Partner with the launch teams of the Key countries to create robust strategic plans, ensuring meticulous execution and performance measurement.
- Continually collect and integrate feedback from countries and regions to refine and enhance brand strategy and specific projects or deliverables.
- Analyze market trends and market research, capturing perspective from customers, deeply understanding market dynamics, competition. Use data-driven insights to inform strategic decisions.
- Develops and strengthens strategic relationships with customers (e.g. physicians, key accounts, specialty pharmacies, KOLs and payors) to support medical and commercial activities in alignment with compliance guidelines.
- Optimize sales force performance and return on investment.
- Ensures alignment to all Ethics, Risk & Compliance policies and manage key processes.

Essential Requirements:

- Demonstrated success in creating demand for products in self-pay, cash-pay, or limited reimbursement environments. Able to develop innovative approaches that overcome affordability barriers and drive patient adoption in the absence of broad reimbursement support.
- Proven track record of leading a business unit, franchise, or sizable commercial organization with full accountability for strategy, execution, talent development, and business performance. Demonstrates the ability to build high-performing teams and consistently deliver growth in complex market environments.
- Significant commercial experience managing premium-priced therapies, specialty medicines, biologics, or injectable products. Understands value-based selling, patient journey challenges, and physician adoption dynamics associated with high-cost therapies.
- Strong ability to influence and align diverse stakeholders across external and internal environments, including physicians, scientific societies, patient organizations, government agencies, regional leadership, global functions, and

cross-functional teams. Able to drive outcomes without relying on formal authority.

- Deep understanding of the Korean healthcare ecosystem, including reimbursement and non-reimbursement pathways, physician decision-making processes, patient access barriers, and the dynamics of both hospital and clinic channels.
- Demonstrates the ability to navigate ambiguity, anticipate market shifts, make timely decisions with incomplete information, and translate strategy into execution. Proven success in delivering results in rapidly evolving commercial environments.
- Proven track record of leading successful launches of specialty or innovative therapies, including pre-launch planning, market shaping, and post-launch acceleration.
- Business proficiency in English

Preferable Requirements:

- Relevant commercial, medical, or strategic leadership experience in cardiovascular, lipid, ASCVD, renal, or metabolic disease areas. Established customer insights and stakeholder relationships within the CRM ecosystem are highly valued.
- Strong experience building demand through private clinics, specialty clinics, health screening centers, or outpatient settings. Understands how to activate physicians and patients outside traditional tertiary hospital-centered commercial models.
- Demonstrated ability to challenge conventional pharmaceutical commercial models and create new go-to-market approaches, customer engagement strategies, patient activation programs, or ecosystem partnerships. Evidence of delivering growth through innovation rather than incremental optimization.
- Experience working on regional or global initiatives, leading cross-border projects, or managing multicultural stakeholders. Possesses strong executive-level English communication skills and demonstrates the potential to progress into regional or global leadership roles.
- Experience applying AI, advanced analytics, digital engagement, customer segmentation, predictive insights, or other data-driven approaches to improve commercial effectiveness, customer targeting, decision-making, or business performance.

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

General Management

Location

LOC_KR

Site

Seoul

Company / Legal Entity

KR01 (FCRS = KR001) Novartis Korea Limited

Functional Area

FCT_CM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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