

# Commercial Portfolio Manager

Job ID

REQ-10086646

Sep 07, 2026

LOC\_IL

## About the Role

### Key responsibilities

- Own the commercial performance and value optimization of assigned mature and end-of-lifecycle brands, including seamless onboarding from therapeutic areas and transfer of assets, budgets, analytics and stakeholder responsibilities.
- Develop and execute brand strategies and annual plans aligned with portfolio objectives, market dynamics, customer needs and lifecycle stage, translating International and Regional strategies into locally relevant priorities.
- Partner with Legal, V&A, Supply Chain and Finance to estimate post-loss-of-exclusivity volume and value erosion and to inform lifecycle and investment decisions.
- Identify opportunities to maximize portfolio value through innovative commercial models, customer engagement approaches, lifecycle strategies, strategic partnerships and disciplined resource optimization.
- Prioritize investments across brands based on business impact, customer value, growth opportunities and return on investment, while driving simplification and operational efficiency to reduce portfolio complexity.
- Design and execute integrated omnichannel engagement plans, ensuring relevant messages reach priority customers through appropriate channels and maintaining compliant, current and effective digital content and assets.
- Leverage digital tools, automation and promotional synergies with Therapeutic Area Heads to improve portfolio and priority-brand performance.
- Manage portfolio budgets and forecasts, monitor brand performance and market trends, and use customer, market and performance insights to support timely, data-driven decisions.
- Coordinate with Regulatory teams on risk-management-plan adjustments, respond to operational requests such as recalls and packaging queries, and partner with Supply Chain to minimize stock-outs and write-offs.
- Role-model Novartis Leadership Expectations, inspire transformation and performance, and demonstrate self-awareness and a growth mindset.

### Requirements

- University degree in science or business; an advanced degree in bioscience, medicine, business and/or management is preferred; fluency in English and Hebrew is mandatorily required
- At least 2 years of experience in brand-management, marketing, commercial excellence, and portfolio management.
- Experience in oncology would be an advantage but not mandatorily required.
- Willingness to travel up to 40% (local travelling in Israel) and valid driver's license
- Strong understanding of brand lifecycle management, including mature brands and loss-of-exclusivity planning.
- Excellent communication, project management and execution skills, with the discipline to operate lean and align spend to investment guidelines.
- Experience developing omnichannel customer engagement strategies and leveraging digital approaches to support commercial performance.
- Strong analytical and financial acumen across forecasting, business planning, budget management and ROI-based investment
- Ability to translate customer, market and performance insights into commercial decisions, clear KPIs and outcome-focused action.

### About Novartis Israel:

Novartis is a leading pharmaceutical company renowned for its innovation. In Israel, we pioneered the introduction of

advanced cell and gene therapies. Our commitment to research and development spans a wide range of therapeutic areas, including oncology, chronic conditions, and rare diseases. We take pride in being a proactive partner, contributing to the advancement of healthcare solutions.

As a global pharmaceutical leader headquartered in Switzerland, Novartis is among the largest pharmaceutical companies in Israel. Our mission is to lead in delivering innovative medicines to patients across the country. We are dedicated to fostering a dynamic work environment that promotes personal development and professional growth

#### 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>

Benefits and Rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

## Role Requirements

Division

DIV\_IM

Business Unit

General Management

Location

LOC\_IL

Site

Israel

Company / Legal Entity

IL04 (FCRS = IL004) Novartis Israel

Functional Area

FCT\_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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