

Sales & Marketing Head Immunology

Job ID

REQ-10077409

Sep 01, 2026

LOC_IE

About the Role

Job Purpose

Lead the integrated commercial strategy and execution for the Immunology Therapeutic Area to maximize patient and customer impact and deliver sustainable growth. The role owns the TA and brand strategy, shapes the go-to-market model, drives omnichannel customer engagement, and ensures excellence in sales execution. It is accountable for launch readiness, post-launch performance, forecasting accuracy, resource prioritization and disciplined budget management. The role builds high-performing teams and fosters a culture of strong performance, integrity and continuous improvement.

Job Dimensions

Number of associates:

Team size varies based on TA footprint, product portfolio and country context (approximately 7 employees).

Financial responsibility:

Accountable for TA commercial performance and planning, including brand P&L / A&P stewardship (where applicable), TA sales budget delivery and accurate forecasting to support strategic and operational priorities (approx. USD 50m).

Decision making:

Makes strategic and operational decisions on TA and brand strategy, go-to-market model, customer engagement and channel mix, resource deployment and performance management to deliver TA objectives.

External / Internal Stakeholder Interface:

Internal: Sales, Medical, Value & Access, Execution Excellence, Finance, Supply Chain and other functions to ensure aligned TA planning and execution.

External: Key accounts, HCPs, KOLs, patient organizations and relevant healthcare system stakeholders to capture insights and drive customer-centric execution.

Impact on the organization:

Drives TA commercial growth, launch excellence, customer experience and in-field execution quality, strengthening market position and organizational reputation.

Major Accountabilities

Commercial Strategy, Brand & Go-to-Market

- Own and localize the TA and brand strategy and One Brand Plan across the full lifecycle, ensuring clear strategic choices and measurable outcomes.
- Define and evolve the TA go-to-market model based on customer, patient, competitive and performance insights.
- Partner with International and Regional teams to exchange campaign insights, course-correct and prepare future

cycles.

- Set the integrated omnichannel customer engagement approach to maximize reach, relevance and impact.
- Translate strategy into clear brand and tactical plans with measurable KPIs and resource allocation.
- Lead forecasting, demand estimation and performance planning to support prioritization and growth.
- Steward TA financial performance through disciplined budget and trade-off decisions.

In-Market Sales Execution & Field Excellence

- Lead TA sales planning including territory design, targeting principles, incentives inputs and call planning.
- Drive performance management through business reviews, coaching rhythms and KPI-based corrections.
- Capture and synthesize field insights to continuously refine customer engagement and brand strategy.

Cross-Functional Leadership, Launch Excellence & Governance

- Lead the cross-functional TA team to align strategy, evidence, value and execution across partners.
- Ensure launch readiness and excellence across materials, capabilities and field execution.
- Role model integrity and compliance, ensuring adherence to company policies and local regulations.
- Build and develop a high-performing integrated commercial team, strengthening talent, succession and capability building.

Key Performance Indicators

- TA sales, market share and growth versus plan; profitability and P&L delivery where applicable.
- Quality and timeliness of launch readiness and launch performance outcomes.
- Execution quality of the One Brand Plan and field plans.
- Customer engagement performance across channels and field KPIs.
- Forecast accuracy and budget discipline with effective resource deployment.
- Strength of talent pipeline, capability uplift and engagement.
- Compliance with company standards and audit outcomes.

Ideal Background

Education

- University degree in Business, Life Sciences, Economics or related fields.
- Advanced marketing degree (MBA or postgraduate qualification) is beneficial but not required.

Experience & Skills

- Proven commercial leadership experience across sales and marketing in pharmaceutical, biotech or healthcare environments.
- Track record of delivering sustainable growth across the full brand lifecycle.
- Experience in go-to-market model design and omnichannel customer engagement.
- Strong forecasting, budgeting and business planning capabilities.
- Direct people leadership experience with talent development and succession planning.
- Advanced analytical, data-driven decision making and AI-enabled commercial capabilities.
- Strong cross-functional leadership, integrity and customer-centric mindset.

Benefits & Rewards

At Novartis, we're committed to reimagining medicine together - and rewarding the people who make it happen.

Expected Annual Base Salary Range for role: 73,290.00 - 104,700.00 - 136,110.00 EUR Annual

The base salary offered is determined based on gender-neutral objectives, such as relevant skills, competencies and experience in accordance with the Novartis pay setting policy and upon joining Novartis will be reviewed periodically.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters.

The rewards of being part of our team go far beyond base pay and incentives. We also offer a variety of competitive benefits in kind to help you thrive personally and professionally, such as insurance plans, retirement plans, wellbeing resources and global recognition programs. In addition, we provide flexible and hybrid working options, where possible, and minimum 14 weeks paid parental leave.

You may be eligible for a company vehicle or a car allowance in accordance with the applicable local Novartis policies and guidelines.

Pay equity is a fundamental principle of our employment policy and reflects our commitment to create a diverse, equitable and inclusive environment that treats all employees with dignity and respect, as outlined in our Code of Ethics.

Read our brochure to learn more about our global total rewards offering:

https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf

Note: Benefits and compensation may vary by country and are subject to local legal requirements, including provisions of collective bargaining agreements where applicable. A full overview of your compensation package, including any relevant collective bargaining agreement details applicable to your role based on your employment location and Novartis employer entity, will be communicated separately to you during the application process.

Commitment to Diversity and Inclusion:

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

Role Requirements

Primary location salary range

€73,290.00 - €136,110.00

Division

DIV_IM

Business Unit

General Management

Location

LOC_IE

Site

Dublin (Country President Office (CPO))

Company / Legal Entity

IE02 (FCRS = IE002) Novartis Ireland Ltd

Alternative Location 1

LOC_IE

Functional Area

FCT_SA

Job Type

Full time

Employment Type

Regolare (Direttore Vendite)

Shift Work

No

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