

# TA Strategy Lead - Hematology

Job ID

REQ-10007992

Juni 26, 2024

Japan

## Summary

- TA Strategy Lead is responsible to co-develop IMI TA strategy, localising global IMI strategy to grow sales and market share of assigned brand/s in Hematology Therapeutic Area in Japan

## About the Role

### Major accountabilities:

- Engage with international TA to provide input of local requirements & needs for pre- and post launch brands in HEM TA
- Localize strategy to Japan market and set brand priorities based on customer insights to drive TA performance
- Drive forecasting of brand performance and work with key stakeholders to estimate budgets to deliver priorities
- Optimize resource allocation within assigned brands/indications to address customer needs
- Liaise with internal key stakeholders and develop external advocates to ensure that strategy is full executed with KPIs
- Monitor that expected performance is delivered, and take corrective action if required to meet business objectives

### Key performance indicators:

- TA overall sales, sales and market share in assigned brand
- Improvement in reputation in HEM community
- Efficiency gained
- Insight feedback from employees
- Ensure full compliance to all regulatory requirements

### Education:

- A University level (bachelors) degree, ; Marketing, Business Administration, Science or related field
- MBA a plus

### Work Experience:

- Experience working cross-functionally
- Pharmaceutical marketing experiences
- 5+ years of experience in field sales, related marketing services, brand management and/or medical activities in competitive business context

- Business planning, project management, management reporting skills

#### **Skills:**

- Strong cross-functional communication and leadership
- Experience and capable of managing global communications
- Strategic, analytical and innovative thinking
- Strong ICU-I mindset

#### **Languages :**

- Japanese: Fluent (Required)
- English: Business level (preferred)

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Division

International

Business Unit

Innovative Medicines

Standort

Japan

Site

Head Office (Japan) (Pharmaceuticals)

Company / Legal Entity

JP05 (FCRS = JP005) Novartis Pharma K.K.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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