

## Sr. TA Strategy Lead (Renal Therapy Area)

Job ID  
REQ-10018492

Aug 07, 2024

Japan

### Summary

The Senior TA Strategy Lead is responsible to co-develop Renal TA strategy, localising International Renal strategy to optimize sales, grow market share and revenue for a brand or set of brands in the short and long term.

### About the Role

#### Major Accountabilities

- Engage with International TA to shape future strategy and ensure Japan market voice is heard.
- Engage with International TA to input requirements for pre and post launch from Japan.
- Localize strategy to Japan market and set brand priorities to drive TA performance.
- Lead cross-functional team to shape the market and maximize brand value.
- Liaise with TA Ecosystem Leads to ensure that operational requirements are consistent with

the strategy.

- Drive forecasting of Brand Performance and work with TA Ecosystem Leads to estimate cost to deliver priorities.
- Develop deep understanding of the market dynamics in the Therapeutic Area, identifying short- and long-term opportunities to enhance the brand.

### Key Performance Indicators

- Renal TA comprehensive revenue and market share/sales of key brands.
- Degree of alignment with key stakeholders on pre-launch planning and activities.

### Background

#### Education:

- A university level (bachelors) degree; Marketing, Business Administration, Clinical Research, or related field
- MBA a plus.

#### Languages:

- English: Business level mandated
- Japanese: Business level mandated

#### Experience/Professional requirement:

- Experience working cross-functionally and trans-nationally
- Pharmaceutical marketing experiences including new launches
- 5-7 years of experience in field sales, related marketing services, brand management and/or medical activities.
- Experience in rare diseases or renal diseases highly preferred
- Strong interpersonal skills
- Business planning, analysis, management reporting skills
- Internal cross functional communication and leadership

### Competency

- Strong relationship management and natural collaborator
- Experience and capable of managing Global communications
- Strategic, analytical and creative thinking
- Agile and growth mindset

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Division  
International

Business Unit  
Innovative Medicines

Location  
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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