

## **PCP Area Business Leader I/II/Sr – CRM – Los Angeles – Remote " >**

Job ID  
328389BR  
USA

### **Job Description**

By 2030, over 1 million people in the United States could die each year from Cardiovascular Disease. At Novartis we are committed to reducing the global burden of cardiovascular, renal, and metabolic diseases on patients, families, and their communities. We are focused on developing solutions targeting heart failure (acute and chronic), atherosclerosis, metabolic and renal diseases with the aim of improving quality of life for patients all over the world.

We are Novartis.  
Join us and help reimagine medicine!

#### Job Purpose:

The Primary Care Area Business Leader will develop and execute local sales/business strategies to meet defined sales goals for responsible area. The Primary Care Area Business Leader (ABL) leads the Entresto Primary Care business (with potential expansion for additional products in the future) and is accountable for area sales performance, as measured by IC plan, key primary care customer and market strategies, and strategic & effective prioritization and management. The Primary Care Area Business Leader should work closely with the Regional Sales Director to understand brand strategies (specifically with primary care customers) and customize accordingly based on local market context.

The Primary Care Area Business Leader will build effective and enduring local relationships with key customers and collaborate with cross-functional commercial peers (e.g., Cardiology ABLs, US Managed Market ADSoC team, other Business Unit's, brand teams, etc.) to improve business results. In particular, the Primary Care Area Business Leader must coordinate effectively and as appropriate with the Cardiology Area Business Leader team and US Market Access ADSoC team to manage customer engagement across care settings and through transitions in patient care. The Primary Care Area Business Leader will also be accountable for leading, motivating and developing a high-performing team. Responsibilities include mentor representatives for success, leading the product and geography needs and improving the sales execution acumen of their teams.

This is a remote opportunity.

#### Your Key Responsibilities:

- Builds effective and enduring customer relationships; identifies and works closely with the most significant Primary Care customers in the area.
- Content professional and area reference point for all promoted products. Serves in a leadership role with regional management team on assigned responsibilities.
- Collaborates with Cardiology ABL team to effectively lead customer engagement across transitions of care across cardiology and primary care.

- Collaborates with USMM ADSoC team to provide effective SoC engagement that is collaborative with ongoing and planned initiatives/programs.
- Develops strong understanding of treatment pathway, including familiarity with all types of care providers and associated transitions of care.
- Ensure sales specialists can effectively and actively serve as a resource to assist with providing both proactive and reactive education and support regarding NPC CRM access programs as needed for community practices, medical groups and facilities, and their staff, as well as triage to their franchise counterparts as appropriate.
- Provide education and support on NPC CRM access programs for community practices, medical groups and facilities, and their staff
- Coach team to develop compliant customer-centric support strategies and proactively communicate payer policy criteria related to NPC CRM products
- Collaborate with Regional Director and Access & Reimbursement partners actively to share insights into customer needs, potential barriers and payer issues/opportunities for NPC CRM products
- Leads a hard-working team of Primary Care Sales Specialists; hires, trains and develops representatives as vital; provides mentor and feedback aligned to NPC values and Sales functional proficiencies; encourages representatives to ethically meet and exceed Sales objectives.

<https://www.youtube.com/watch?v=S0zVnxLxzFI>

## **Diversity & Inclusion / EEO**

*The Novartis Group of Companies are Equal Opportunity Employers and take pride in maintaining a diverse environment. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, gender, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status. We are committed to building diverse teams, representative of the patients and communities we serve, and we strive to create an inclusive workplace that cultivates bold innovation through collaboration and empowers our people to unleash their full potential.*

## **Minimum Requirements**

What You'll Bring to the Role:

- Bachelor's degree (preferably in Life Sciences, Pharmacy, or Business-related field), MBA Preferred
- 5-7 years commercial Pharmaceutical/Biotech/Medical Device experience, including sales experience, with some management experience
- Demonstrated ability to increase sales through facilitating relationships between customers' organizations and own organization.
- Strong leadership, planning & organization, problem-solving and decision-making skills
- Demonstrated ability to lead and encourage a group towards meeting and exceeding objectives
- Exposure to sales training
- This is a remote position. Candidate must be based within that region or within a reasonable daily commuting distance. Ability to travel 60-80% over a broad geography is required, with the ability to drive and/or fly within the territory. No relocation available

Preferred Qualifications:

- 2 years of management experience at Novartis or other Company and/or completion of Novartis MDP
- Knowledge of buy-and-bill, access, reimbursement resources, and product acquisition.
- Product launch experience

- Strong understanding of treatment pathway for Cardiovascular diseases and knowledge of all types of healthcare providers (i.e., primary care, specialty) and associated institutions (i.e., hospitals, AMCs, IDNs, etc.) involved

#### Leveling Guidelines:

The position will be filled at level commensurate with experience.

#### PCP Area Business Leader I:

- External: 5+ years' experience of commercial bio/pharm/device sales experience, or 2+ years' pharma management.
- Internal: Current Novartis Sales Associate that has successfully completed Novartis SMDP or embody 2+ years of pharmaceutical/biotech sales management experience within the last two years prior to joining the company.

#### PCP Area Business Leader II:

- External: 7+ years' experience of commercial bio/pharm/device sales experience, or 4+ years' pharma management.
- Internal: Current Novartis Sales Associate that has successfully completed Novartis SMDP or embody 4+ years of pharmaceutical/biotech sales management experience within the last two years prior to joining the company.

#### PCP Senior Area Business Leader:

- External: 10+ years' experience of commercial bio/pharm/device sales experience, or 8+ years' pharma management.
- Internal: Current Novartis Sales Associate that has successfully completed Novartis SMDP or embody 8+ years of pharmaceutical/biotech sales management experience within the last two years prior to joining the company.

#### Why Novartis?

769 million. That's how many lives our products touched in 2020. And while we're proud of that fact, in this world of digital and technological transformation, we must also ask ourselves this: how can we continue to improve and extend even more people's lives?

We believe the answers are found when curious, adventurous, and collaborative people like you are brought together in an inspiring environment. Where you're given opportunities to explore the power of digital and data. Where you're empowered to risk failure by taking smart risks, and where you're surrounded by people who share your determination to tackle the world's toughest medical challenges.

Imagine what you could do at Novartis!

#### Commitment to Diversity & Inclusion:

Novartis embraces diversity, equal opportunity, and inclusion. We are committed to building diverse teams, representative of the patients and communities we serve, and we strive to create an inclusive workplace that cultivates bold innovation through collaboration and empowers our people to unleash their full potential.

#### Join our Novartis Network:

If this role is not suitable to your experience or career goals but you wish to stay connected to learn more about Novartis and our career opportunities, join the Novartis Network here:

<https://talentnetwork.novartis.com/network>

Division

PHARMA

Business Unit

US PHARMA

Location

USA

Site

Los Angeles, CA

Company / Legal Entity

Novartis Pharmaceuticals

Functional Area

Sales

Job Type

Full Time

Employment Type

Regular

Shift Work

No

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