

PCP Area Business Leader I/II/Sr – CRM – Richmond – Remote " >

Job ID
328397BR
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

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Division

PHARMA

Business Unit

US PHARMA

Location

USA

Site

Richmond, VA

Company / Legal Entity

Novartis Pharmaceuticals

Functional Area

Sales

Job Type

Full Time

Employment Type

Regular

Shift Work

No

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