

## **Global Marketing Director Diagnostics, CRM Franchise " >**

Job ID  
327326BR  
USA

### **Job Description**

1 in 5 ! That's how many people have elevated Lp(a) and which is a today untreated driver of CV events and death. An exciting opportunity has arisen to join the Cardio Renal Metabolic Franchise as a Global Marketing Director to be part of a journey to address Lp(a) driven cardiovascular risk.

This is an exciting opportunity chance to drive a complete paradigm shift in the diagnosis, and treatment of Atherosclerosis across all partners in the diagnostic pathway. This role will be responsible for developing and leading our global Lp(a) diagnostic strategy to achieve rapid acceleration of Lp(a) testing across priority markets to drive optimization and standardization of testing practices. This person will also craft and drive the digital strategy by using AI and big data to enable the creation of predictive algorithms to identify Lp(a) patients and their physicians and use this to deliver smart target education. Your responsibilities will include:

- Drive key commercial processes in alignment with the Global Brand Teams (GBT)
- Lead and implement product strategy (integrated product strategy), competitor readiness and integrated tactical plan
- Develop pre launch and launch diagnostic strategy and market readiness in collaboration with cross-functional teams and Global, Region and Country
- Lead the diagnostic brand strategy plan processes and the product life cycle management discussions with a high level of autonomy
- Act as commercial diagnostic representative in external stakeholder engagement forums (commercial labs, diagnostic companies , international standardization)
- Diagnostic leadership responsibility in product GPTs (cross-functional Global Program Team)
- Member of the GXT: Work closely with key functions and key Country Pharma Organizations (CPOs) to co-create commercial deliverables; drive effective communication and dissemination of deliverables to assigned CPOs and clusters
- Regularly deputize the Global Marketing Executive Director in diagnostic discussions and act as go to person within the Franchise and the cross functional teams for diagnostics
- Lead development of diagnostic brand strategy across all customer groups and channels
- Ensure alignment of Development, Regulatory, Medical, Patient Access, Digital and Patient Relation
- Act as the brand diagnostic technical specialist to guide and support global line functions on key aspects of Lp(a) testing
- Work closely and effectively with Medical on implementation studies to ensure maximum efficiency of the diagnostic

### **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

GLOBAL PRODUCT & PORTFOLIO STRATEGY

Location

USA

Site

East Hanover, NJ

Company / Legal Entity

Novartis Pharmaceuticals

Alternative Location 1

Switzerland

Functional Area

Marketing

Job Type

Full Time

Employment Type

Regular

Shift Work

No

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