

## Zolgensma Network Manager " >

Job ID

326537BR

South Korea

### **Job Description**

The Zolgensma Network Manager (ZNM) is responsible for identifying and developing a diagnosis strategy and tactics to expedite diagnosis by shaping environment and engaging key stakeholders, working closely with the Zolgensma Launch Lead (ZLL) and cross-functional team (CFT). As the Zolgensma Network Manager, you will take the lead in the initiative of 'Newborn screening' which is one of the biggest projects of marketing, and support the development of brand strategy, tactical plan, and promotional activities. You will also lead to developing an account strategy and management of key Zolgensma centers including key stakeholder engagement. We are seeking someone with an entrepreneurial spirit and passion for success, who takes a hands-on approach to build business opportunities. This position reports directly to the Zolgensma launch lead.

- Identify SMA patient journey and accelerate diagnosis for optimal patient outcome
- Lead the 'Newborn screening (NBS)' project and build a holistic strategy of NBS model accommodated to the local situation
- Develop disease awareness strategies and implement tactics by engaging internal/external key stakeholders
- Support to develop brand strategy and marketing plan connecting between global direction and local status
- Design and execute marketing tactics & solutions in line with brand strategy including promotional materials & events
- Manage strong relationships with key medical experts and key medical societies
- Set up diagnosis environment of key accounts upon strong partnership and multidisciplinary approach
- Deliver the clinical value of Zolgensma and Gene replacement therapy to HCPs and relevant key stakeholders

### **Minimum Requirements**

- Bachelor's degree required
- Minimum 5 years of pharmaceutical and relevant experience: Marketing, Sales, Key account management experience preferred
- Ability to lead a complex project engaging external stakeholders and internal cross-functional team members
- Excellent ability to problem-solve with an innovative way of thinking/working
- Proven ability to establish and cultivate strong relationships with key customers
- Excellence communication skills both in English & Korean, and interpersonal skills

Division

PHARMA

Business Unit

AMAC

Location

South Korea

Site

Seoul

Company / Legal Entity

NOV KOR

Functional Area

Sales

Job Type

Full Time

Employment Type

Regular

Shift Work

No

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