NOVARTIS

Associate Director, Commercial Analytics (Oncology) " >

Job ID
329570BR
Oct 11, 2021
USA

Job Description

10 major new medicines planned for launch over the next few years creating new career opportunities for those who want to make a direct impact on patients at scale!

We are Novartis.
Join us and help reimagine medicine!

Associate Director (AD), Analytics and Data Science is a key member of the US Oncology Strategic Data and Digital team and commercial teams. This position is responsible and accountable for the generation of strategic analytical insights for disease portfolio senior management while enabling peers to grow in their analytics competence and self-service capabilities. This position requires deep analytical expertise, the ability to understand the detail of a broad disease portfolio and/or large priority brand/s, their market dynamics and translate them into actionable insights. The Associate director will partner with a variety of stakeholders (insights/market research, digital, brand marketing, sales leadership, market research, advanced analytics & forecasting, finance) to build business insights and assure the validity and quality of the analyses. In addition, while working as part of a team of analysts, the associate director also demonstrates the ability to work independently with a proactive approach to meet business needs and deadlines.

This opportunity is located at the Novartis East Hanover site, and will not have the ability to be located remotely

What will you be responsible for.
•Lead all aspects of Analytics for a broad disease portfolio and/or large priority brand/s
•Identify and analytics that uncover business opportunities for the brands.
•Be a point of contact for an indication/tumor for all analytics & insights.
•Develop a comprehensive analytics plan that addresses issues pertaining to our customers: patients, physicians, and payers.
•Lead forward-looking/predictive analytics as well as track brand performance with retrospective projects.
•Be hands on. Provide real-time analytics support to franchise leadership and be able to answer their questions in a real time.
•Set Performance Expectations for disease areas
•Create demand-based/patient driven brand forecasts in coordination with finance, forecasting team and brand teams that incorporate key elements of net sales such as inventory, SP purchasing trends, etc.
•Support development of annual Brand Planning – Situation Analysis, Forecast, Stakeholder Insights, Key Business Questions, Monthly and/or Weekly Performance Monitoring Plans and trackers
•Develop HCP targeting, ensuring compliance with all relevant Novartis policies including appropriate documentation of the specialty inclusion/exclusion process

•Identify sub-national analytics opportunities to improve brand performance. Work closely with Sales Operations and Multi-channel/NPP marketing.

•Analyze performance data and market trends against forecasted expectations

•Integrate analytics from across the organization, including payer, digital, cross-channel, and others

•Synthesize multiple analyses and data sources to identify patterns, trends, root causes, opportunities and threats

•Partner with the market research/insights team to deliver comprehensive insights driven, strategic recommendations to the disease portfolio that correspond to opportunities and challenges

•Accelerate Automation presence within analytics and brands

•Partner with visualization and data teams to contribute to the design and enhancement of the KPIs for commercial.

•Employ new data sources, creative methodologies & strategies to uncover new business opportunities & insights

•Support brand and portfolio marketing-mix models to help marketing team optimize tactical spend

•Communicate data & insights driven strategies to impact business at senior leadership level

•Produce and deliver senior leadership-level presentations working very closely with the team lead

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 will you bring to the role?
Bachelor's degree or equivalent is required; advanced degree in quantitative subject (e.g. statistics, economics, science or mathematics) is preferred. A minimum of five years of marketing-related analytic experience is required. The successful candidate will have some experience or interest in data science. Previous Oncology or pharmaceutical industry experience is strongly desirable.

The Associate director must demonstrate autonomy in the ability to code and transform data independently. This role, while working as part of a team of analysts, must also demonstrate the ability to work independently with a proactive approach to meet business needs and deadlines.

The successful candidate will have strong analytical and strategic thinking, must possess excellent communication and presentation skills with the proven record of effective translation of complex analysis to business solutions, strong project management experience, and the ability to synthesize & simplify input from multiple stakeholders in order to provide recommendations that can impact business. S/he must excel in problem-solving, be curious, possess the will to win, and must demonstrate innovative thinking in a matrix organization.

In addition:

•Working knowledge of machine learning concepts as well as statistical analysis techniques is strongly preferred (Supervised & unsupervised learning, regression & classification, e.g. linear/logistic regression, cluster analysis, significance testing, factor analysis, ANCOVA)

•Deep understanding of pharmaceutical sales, marketing data sets is required. Prior experience in medical

claims data sets (IMS, SDI, Symphony, Flatiron) a plus, as is prior marketing research experience.
•Familiarity with marketing analytics or a decision sciences function and experience with advanced quantitative methods is a strong plus (e.g. segmentation, predictive modeling)
•Experience with statistical computing and data manipulation is a plus. (i.e. R, Python, SAS, Excel, VBA, Alteryx, SQL)
•This opportunity is located at the Novartis East Hanover site, and will not have the ability to be located remotely

What you will get in return?

Competitive salary, annual bonus, health insurance, paid vacation/holidays, potential flexible working arrangements, employee recognition scheme etc...

Why Novartis?

769 million lives were touched by Novartis medicines in 2020, and while we're proud of this, we know there is so much more we could do to help improve and extend people's lives.

We believe new insights, perspectives and ground-breaking solutions can be found at the intersection of medical science and digital innovation. That a diverse, equitable and inclusive environment inspires new ways of working.

We believe our potential can thrive and grow in an unbossed culture underpinned by integrity, curiosity and flexibility. And we can reinvent what's possible, when we collaborate with courage to aggressively and ambitiously tackle the world's toughest medical challenges. Because the greatest risk in life, is the risk of never trying!

Imagine what you could do here at Novartis!

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
ONCOLOGY
Business Unit
ONCOLOGY BU
Location
USA
Site
East Hanover, NJ
Company / Legal Entity
Novartis Pharmaceuticals
Functional Area
Marketing
Job Type
Full Time
Employment Type

Regular

Shift Work

No

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