

# Sr. TA Strategy Lead (Renal Therapy Area)

Job ID  
REQ-10018492  
Aug 07, 2024  
Japan

## Summary

The Senior TA Strategy Lead is responsible to co-develop Renal TA strategy, localising International Renal strategy to optimize sales, grow market share and revenue for a brand or set of brands in the short and long term.

## About the Role

### Major Accountabilities

- Engage with International TA to shape future strategy and ensure Japan market voice is heard.
- Engage with International TA to input requirements for pre and post launch from Japan.
- Localize strategy to Japan market and set brand priorities to drive TA performance.
- Lead cross-functional team to shape the market and maximize brand value.
- Liaise with TA Ecosystem Leads to ensure that operational requirements are consistent with the strategy.
- Drive forecasting of Brand Performance and work with TA Ecosystem Leads to estimate cost to deliver priorities.
- Develop deep understanding of the market dynamics in the Therapeutic Area, identifying short- and long-term opportunities to enhance the brand.

### Key Performance Indicators

- Renal TA comprehensive revenue and market share/sales of key brands.
- Degree of alignment with key stakeholders on pre-launch planning and activities.

### Background

Education:

- A university level (bachelors) degree; Marketing, Business Administration, Clinical Research, or related field
- MBA a plus.

Languages:

- English: Business level mandated
- Japanese: Business level mandated

Experience/Professional requirement:

- Experience working cross-functionally and trans-nationally

- Pharmaceutical marketing experiences including new launches
- 5-7 years of experience in field sales, related marketing services, brand management and/or medical activities.
- Experience in rare diseases or renal diseases highly preferred
- Strong interpersonal skills
- Business planning, analysis, management reporting skills
- Internal cross functional communication and leadership

#### Competency

- Strong relationship management and natural collaborator
- Experience and capable of managing Global communications
- Strategic, analytical and creative thinking
- Agile and growth mindset

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Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Division

International

Business Unit

Innovative Medicines

Location

Japan

Site

Head Office (Japan) (Pharmaceuticals)

Company / Legal Entity

JP05 (FCRS = JP005) Novartis Pharma K.K.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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