

# ASCVD Marketing Lead

Job ID  
REQ-10019319  
Aug 16, 2024  
South Korea

## Summary

• ASCVD MKT Lead will drive faster adoption of innovation of healthcare solutions in Korea via launch excellence for our customers, cardiologists and ASCVD patients while growing priority brand patient reach. Pioneering new innovations in ASCVD, identifying ways for Novartis to help define & address burning platforms for better care delivery, novel commercial partnership models, and feasible managed entry agreements will be among the core activities of this role to devise access solutions with our customers, medical societies and cross-functional teams.

## About the Role

**Internal Role Title:** ASCVD Marketing Lead

**Location:** Seoul, Korea #LI-Hybrid

**Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.**

## Key Responsibilities:

Strategy development

- To lead agile local teams to focus on co-creation of launch excellence
- To identify opportunities for expanded access and convert into customer-centric business proposals and ultimately implementation
- To identify the most effective market segments to promote products, the most promising target
- To study medical and marketing information on products of the company to define their benefits, market share, positioning relatively to target groups of competitors, marketing promotion strategy in accordance to defined target groups.
- To plan product promotion tactics, develop the scheme, forms, methods and technology of promotion (action plan, media plan), to implement the terms of the financial discipline in accordance with budget.
- To plan the supply and demand for products within the area of responsibility, create cycle plans, implementation and forecasts turnover (yearly marketing plan, rolling forecast, monthly secondary sales plan).
- To develop and organize events, create the planned level of distribution and systematic implementation of new products.

- To liaise with Global and other region partners to ensure best practices are known and adopted within region
- To lead discussions, develop relationships and influence key external stakeholders

**Essential Requirements:**

- At least 5 years of professional experience in pharma marketing field
- Expert negotiation & problem-solving skills
- Preferred proven experience in new launches
- Strong resilience
- Strategical mind-set

**Why Novartis:** Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

**You'll receive:** You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

**Commitment to Diversity and Inclusion:**

Novartis is an Equal Opportunity Employer 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.

**Join our Novartis Network:** If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here:

<https://talentnetwork.novartis.com/network>

**Why Novartis:** Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other. Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together? <https://www.novartis.com/about/strategy/people-and-culture>

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Division

International

Business Unit

Innovative Medicines

Location

South Korea

Site

Seoul

Company / Legal Entity

KR01 (FCRS = KR001) Novartis Korea Limited

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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