

# Digital & Innovation Head

Job ID  
REQ-10021629  
Sep 09, 2024  
Poland

## Summary

The purpose of the role will be to lead the development and deployment through Cross Functional Teams of integrated Omni-Channel strategies and tactics that deliver a excellent customer experience, competitive advantage and contribute to the delivery of the Poland organization's business objectives.

Build strategic framework for the digital solutions portfolio with the ultimate goal to: accelerate time to treatment, enhance customer experience, effectiveness & efficiency of our M&S model.

The Digital & Innovation Head covers a platform of sub-teams, which across-TA delivers expertise on, Customer Solutions, Digital Customer Engagement. The Digital & Innovation Head has a deep understanding of key business dynamics, external models and customers as well as other functions as market access, marketing and medical particularities of the key drugs of the franchises to ensure proper business model/solution during LCM

In this regards this role will also ensure launch excellence framework and capability building through the organization.

## About the Role

### Key Responsibilities:

#### Customer Engagement & Solution (Data & Digital)

- Proactively identify and define new customer solutions with an innovative and customer-in mindset as well as develop multichannel digital strategy and solutions to enhance customer engagement as well as strengthen digital capabilities.
- Drive Customer engagement Performance: - Quantity & Productivity (of targeted customer engagement - Quality & Mix (impact on business and voice of customer 'VOC') to support the in-market performance of priority brands
- Leads Digital Transformation function and identifies new trends and customer needs, competitive strategies & the evolving technological landscape while facilitating and actively promoting best practices sharing across the enterprise (within and outside of Next Generation Engagement Program)
- Drive effective localization of our global digital platforms to develop and implement fit-for-purpose digital solutions to maximize the number of patients and benefits/outcomes for our priority brands and disease areas
- Lead implementation of digital/technology solutions to continuously improve the standard solution
- Serve as a thought leader and advisor identifying trends, participating in industry forums and events, and

evaluating competitive offerings in the market to enhance customer engagement and satisfaction.

- Align risk assessment & management and ensure compliance
- Lead multi-channel capability building in Poland as well as lead Launch excellence initiatives, frameworks and governance.

## **Leadership & Culture**

- Attract, develop, and retain top-level talent (including other industries), build strong succession plans and build capabilities across the country organization.
- Drive the spirit of “ONE Team” across all functions and build diverse, effective & agile teams who deliver consistently.
- Inspire people through role modelling cultural behaviors to enable the organization to perform & transform
- Demonstrate strong self-awareness to instill a personal growth mindset evolving to the business, customer, company’s needs.

## **Essential Requirements:**

- University degree in business, marketing or I.T.
- Advanced degree in, business, multi-channel marketing and/or management will be a plus
- English fluent, country language desirable
- Substantial experience in leadership positions within the pharmaceutical industry, IT or multi-channel in a pharma or healthcare organization or agency
- Extremely well-developed understanding of country regulatory and market environments
- Strong relationships with KOLs in regulatory bodies, customers, digital ecosystem
- Proven understanding of product launch and product commercialization processes
- Has ability to apply “marketing in a multi-channel world” thinking to a pharma company
- Significant leadership experience, and proven ability to manage, team with, and motivate associates of widely varying backgrounds across a dispersed and matrixed organization
- Strong results orientation, and willingness to have extensive involvement in day-to-day operations
- The highest ethics and moral standards; unquestioned integrity needed for the complexity of this role

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>

Benefits and rewards: Read our handbook to learn about all the ways we’ll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

Commitment to Diversity and Inclusion:

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

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Division

International

Business Unit

Innovative Medicines

Location

Poland

Site

Warsaw

Company / Legal Entity

PL03 (FCRS = PL003) Novartis Poland Sp. z o.o.

Functional Area

Commercial & General Management

Job Type

Full time

Employment Type

Regular

Shift Work

No

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