

# Therapeutic Area Head Neuroscience Gulf Cluster

Job ID  
REQ-10021739  
Sep 09, 2024  
Utd.Arab Emir.

## Summary

To lead & drive the performance of the Neuroscience therapeutic area in the Gulf Countries, which includes Multiple Sclerosis, Migraine and SMA Disease Areas. To shape the strategy and execution of the current & pipeline products in the Neuroscience Therapeutic area in the Gulf Countries. To Lead the strategy and execution of pre-launch and launch plans across all functions (Access, Commercial & Medical). To build/ lead a high-performing sales and marketing team and build sustainable and enduring business relationships with key customers/ stakeholders. To deliver sales and profits within agreed budgets and drive the implementation of innovative commercial models. Typically leads a revenue organization covering both sales and marketing activities with direct responsibility for P&L for the Therapeutic Area, and the strategic & operational issues

## About the Role

### Major accountabilities:

- Accountable for delivering the therapeutic area brand performance with respect to sales, market share, and profitability to meet or exceed budget targets
- Translate Global Therapeutic Area strategy, content and solution into localized tactical plans; develop and execute tactical brand/launch plan at the local level
- Coordinate and manage cross-functional teams (Sales, Marketing, Medical, Value & Access) to effectively execute on prioritized tactics
- Drive the growth of the Therapeutic Area by establishing growth plans for existing products, effectively manage their life cycle, successfully launch new indications and new products; establish and manage effective strategic partnerships.
- Define, drive and oversee the launch planning and execution of upcoming key launches by ensuring seamless cross-functional and (as applicable) cross-divisional collaboration.
- Drive or support the implementation of new commercial models in close collaboration with cross functional teams to ensure triple win go-to-market strategies for the Therapeutic Area at the local level.
- Partner with other Therapeutic Area Heads or countries and support in the development of an agile, customer-led digital and customer solutions which meets the evolving needs of the business, our customers and patients.
- Support strategic portfolio development activities for the business. Work with the global/regional and country/cluster teams to support commercial assessments, new product development, forecasting, product in-licensing and lifecycle management.
- Develop and strengthen strategic relationships with customers (e.g. physicians, key accounts, specialty pharmacies, KOLs and payors) to support medical and commercial activities in alignment with compliance guidelines.
- Maximize sales force performance and return on investment. Enhance sales force capabilities and

continue to develop innovative commercial strategies to ensure success in an evolving healthcare environment.

- Responsible for the budget and financial performance of the Therapeutic Area, ensure alignment to all Ethics, Risk & Compliance policies and manage key processes.
- Successfully lead the Therapeutic Area team, build high performing culture, foster innovation, and manage all people-management related processes (recruiting, performance management, coaching). Identify and build key capabilities, talent pipeline and ensure proper development of assigned people.

#### **Key performance indicators:**

- Therapeutic Area brand performance, according to defined targets.
- Launch of pipeline products according to budget and business plans. Prepare launches for upcoming products in the therapeutic area pipeline.
- Quality and timely implementation of business and medical plans in alignment with Global brand strategies.
- Implementation of innovative commercial model
- Operational excellence

#### **Education:**

- University degree (science, business, policy)
- MBA or Doctoral degree (MD/Pharm. D/PhD) preferred

#### **Languages:**

- English fluent spoken & written. Local language proficiency if required.

#### **Experience:**

- 10+ years of relevant experience working with high-performing regional and local marketing, medical and or access teams in healthcare/life sciences industry.
- Sustainable track record of highly successful delivery and positive performance results in a functional/business unit leadership role.
- Track record of building high performing teams.
- Proven record of preparing and driving successful launches. Demonstrable leadership skills and experience engaging with and introducing innovation into Healthcare Systems.
- In depth knowledge of customer/marketplace, key dynamics and current knowledge of key competitors and their likely strategies within the Therapeutic Area.
- Able to analyze financial data as well as industry data related to sales, market share, price/volume, call activity, market research, etc. Able to credibly articulate data related to market trends, performance, and strategies to achieve goals to various internal and external audiences.
- Ability to maintain the highest degree of integrity, represent the company's high ethics, moral behavior, and professionalism.
- The highest ethics and moral standards; unquestioned integrity needed for the complexity of this role.

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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

Utd.Arab Emir.

Site

Dubai

Company / Legal Entity

AE01 (FCRS = AE001) Novartis Middle East FZE (Representative Office)

Functional Area

Commercial & General Management

Job Type

Full time

Employment Type

Regular

Shift Work

No

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