

## Sr. Business Insight & Strategy Manager

Job ID  
REQ-10071439  
фев 27, 2026  
Китай

### Сводка

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### About the Role

#### JTBD:

- Designing and conducting market research studies: identifying areas for research, deciding on the appropriate methodology, survey framework design and analysis and interpreting the results together with TA brand team and market research agencies
- Consumer behavior analysis: understanding why consumers behave the way they do, what motivates them, what their needs and wants are, and how these factors affect their prescribing decisions.
- Working with other departments such as marketing, sales, product development and value access etc, providing them with valuable insights that can help them make better decisions.
- Competitive analysis: understand and report on competitors' activities, strategies, and market positions.

**Education:** Business/engineering/scientific education, Master and above

**Languages:** Chinese native speaker. Fluent in both written and oral English

#### Key Experience & Success Profile:

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- More than 8 years' experience in market research position in healthcare industry.
- Proven capability in market research abilities, including analytical, detail-oriented, good communicators, strong problem-solving skills, excellent project management skills and solid storytelling capability.
- Better to have consulting experience from consulting firms.
- Proficient in statistical analysis software and other tools used in market research.
- Good at communicating & coordinating across x-functional teams, across internal & external key stakeholders
- Curious, customer focused, result-driven, agile to business change, and long-termism

**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:** Learn about all the ways we'll help you thrive personally and professionally.

[Read our handbook \(PDF 30 MB\)](#)

Дивизион

International

Business Unit

Sales

Место

Китай

Сайт

Shanghai (Shanghai)

Company / Legal Entity

CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Functional Area

Маркетинг

Job Type

Full time

Employment Type

Regular

Shift Work

No

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

### **Accessibility and accommodation**

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to [diversityandincl.china@novartis.com](mailto:diversityandincl.china@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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