

# ED, Decision Science, Renal TA and US Portfolio Product Strategy

Job ID  
REQ-10072800  
мар 03, 2026  
CUSA

## Сводка

The Insights and Decision Science (IDS) team is dedicated to enabling improved decision making at Novartis by leveraging data and advanced analytics capabilities to generate actionable insights that drive business growth. We collaborate closely with the US business, bringing insights and challenging ideas to empower smarter, data-driven decision-making. Reporting into the VP, Decision Science TA and Launch this role is crucial in enabling proactive and integrated insight-driven decision making for the brand, addressing business problems, shaping strategy and implementing decision science through IDS capabilities.

The Decision Science, Product Lead is a strategic leader responsible for transforming complex data into actionable insights that drive brand success. This role is pivotal in integrating and synthesizing information from diverse sources to provide comprehensive, actionable answers that align with brand strategic imperatives. By supporting the generation and analysis of insights throughout the product lifecycle as the connector between the IDS and product team, the individual ensures continuous insight-generation and strategic alignment, fostering innovation and informed decision-making. Leading a team of high-performing IDS POD at product level, this role is instrumental in shaping the brand's strategic direction, ensuring that insights are effectively leveraged to achieve business goals.

## About the Role

### Key Responsibilities:

- Shape the strategic direction of the brand by leveraging insights to identify opportunities, address challenges, and optimize performance
- Integrate and synthesize insights from across IDS functions to deliver comprehensive, actionable recommendations that address key brand objectives
- Actively participate in IPST discussions and decision-making, contributing data-driven insights and challenging established thinking to refine strategies
- Understand and help craft the brand narrative for IPST meetings and conversations with senior leadership
- Serve as the primary point of contact and proactive strategic thought partner for the Integrated Product Strategy Team (IPST) and General Management (GM), driving brand performance narrative, and ensuring consistent communication and alignment and collaborate with the IPST Lead to further refine analyses & sharpen insights / recommendations
- Lead IDS POD at product level by working across IDS pillars to direct and synthesize information to help drive brand performance and share key insights with the IPST, while actively pressure-testing and challenging current thinking to drive innovation and informed decision-making
- Support the generation and analysis of insights throughout the entire product lifecycle, ensuring continuous improvement and alignment with brand goals
- Synthesize large volumes of analytics provided by GM, ensuring that insights are translated into actionable strategies for the brand and Pressure-test insights and analyses to ensure robust, high-quality recommendations that drive brand success
- Integrate performance analytics (e.g., diagnose current results with aligned KPIs and drivers, provide clarity on root cause) and predictive analytics (e.g., data-driven scenarios and simulations) to explore/address business issues in the context of the brand
- Lead a team of Brand Performance Managers, fostering a high-performing culture focused on innovation, collaboration, and continuous improvement

### Essential Requirements:

#### What you will bring to this role:

Novartis seeks an individual with extensive experience in the pharmaceutical or healthcare industry, with a deep understanding of product lifecycle management, market dynamics, and regulatory environments. A proven track record in brand performance management, strategic planning, or a similar role, the person should demonstrate the ability to develop strategic insights that drive brand success and align with organizational goals. The candidate should be able to manage high performing teams, fostering a collaborative and innovative work environment.

Additional qualifications are as follows:

- Ten plus years of experience in the pharmaceutical or healthcare industry, with a deep understanding of brand management, product lifecycle management and market dynamics
- A bachelor's degree in business administration, Life Sciences, Data Science or a related field; an MBA or advanced degree is strongly preferred
- Strong background in therapeutic area strategy, product lifecycle management, and early-stage asset planning, ideally with experience in both established and launch products.
- five plus years of domain expertise in these areas are highly desired: secondary data analytics, data science, primary market research, field analytics and insights, market access and patient service analytics, or other related strategic analytics and management consulting
- Expertise in synthesizing complex data from diverse sources to drive actionable, business-aligned insights and inform strategic decisions across the product lifecycle
- Ability to work effectively with cross-functional teams and drive strategic brand initiatives, including ability to influence without authority
- Excellent communication skills, capable of effectively collaborating with senior leadership and aligning diverse teams around strategic goals for IPST.
- Proficiency in insight and hypothesis generation, behavioral science, data science, and primary and secondary research methodologies.

The salary for this position is expected to range between \$236,600.00 and \$439,400.00 per year.

The final salary offered is determined based on factors like, but not limited to, relevant skills and experience, and upon joining Novartis will be reviewed periodically. Novartis may change the published salary range based on company and market factors.

Your compensation will include a performance-based cash incentive and, depending on the level of the role, eligibility to be considered for annual equity awards.

US-based eligible employees will receive a comprehensive benefits package that includes health, life and disability benefits, a 401(k) with company contribution and match, and a variety of other benefits. In addition, employees are eligible for a generous time off package including vacation, personal days,

holidays and other leaves.

To learn more about the culture, rewards and benefits we offer our people click [here](#).

**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 \(PDF 30 MB\)](#)

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The Novartis Group of Companies are 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 application process, or to perform the essential functions of a position, please send an e-mail to [us\\_reasonableaccommodations@novartis.com](mailto:us_reasonableaccommodations@novartis.com) or call +1(877)395-2339 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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