

# Sr Business Excellence & Insights Mgr

Job ID  
REQ-10073852  
мар 11, 2026  
Малайзия

## Сводка

Serve as a Sales Force Effectiveness business partner to commercial leadership by developing and executing SFE initiatives such as measuring product access and sales results, segmentation and targeting, account planning, incentive calculations, managing CRM systems, and generating insights through SFE market analytics. Support the creation of a strategic roadmap aimed at enhancing sales effectiveness and efficiency moving forward. Monitor all key performance indicators and sales outcomes consistently, ensuring alignment with evolving market demands.

## About the Role

### Major accountabilities:

- Manage the Sales Force Effectiveness team or lead a key process/service within the team
- Setup infrastructure and systems in close alignment with Regional Commercial Excellence team (CRM, Analytics, Dashboards, Insights, etc.) and ensure high data quality and utilization
- Implement standardized Sales Force Effectiveness systems, tools, analytics, performance dashboards and quantitative and qualitative KPIs
- Manage Field Force productivity and improve quality and transparency of resource allocation decision making by targeting and segmentation, territory design/alignment, Field Force capacity planning, product allocation, call plan design and monitoring, account planning and customer acquisition strategies and action plans, performance measurement, monitoring and Field Force ROI analysis
- Maintenance of CRM system including data extraction and monitoring KAM standards –
- Drive the systematic generation of insights and generating recommendations for the business
- Ensuring the compilation and monthly analysis of market data
- Creation of ad hoc market, product and business analysis based on internal and external data
- Create presentations for the sales leadership team
- Develop, upgrade and monitor Field Force incentive systems
- Align strategic company and Business Unit objectives with sales and promotion plans and incentive schemes
- Support projects for the business unit that involve resource allocation (e.g. launch planning)
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt
- Distribution of marketing samples (where applicable)

### Key performance indicators:

- Timeline, quality and budget of projects
- Management of systems to ensure accurate reporting e.g. customer calls (CRM) and account planning activities and others
- Accurate implementation of the incentive scheme and payment calculations
- Implementation & delivery of launch and post launch measurements
- undefined

### Minimum Requirements

- **Work Experience:**
- Sales in Healthcare / Pharma / related business. Commercial experience and/or leadership experience in Healthcare.
- **Skills:** Bi (Business Intelligence). Business Analysis. Business Dashboards. Capacity Planning. Cooling Systems. Customer Acquisition Strategies. Customer Retention. Customer Service. Data Extraction. Data Quality. Management Skills. Merchandising. Performance Measurement. Salesforce Crm. Security Policies. Self-Motivated.
- **Languages :**English.

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<https://www.novartis.com/about/strategy/people-and-culture>

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Дивизион  
International  
Business Unit  
Sales  
Место  
Малайзия  
Сайт  
Selangor  
Company / Legal Entity  
MY01 (FCRS = MY001) Novartis Corporation (Malaysia) Sdn. Bhd. (19710100054)  
Functional Area  
Продажи  
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.

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