

# TA Access Strategy & HEOR Head

Job ID  
REQ-10077305  
июл 01, 2026  
Румыния  
Available in: English

## Сводка

#LI-Hybrid  
Location: Bucharest, Romania

The TA Access Strategy & HEOR Head leads the development and implementation of integrated, market-specific access and pricing strategies across the product lifecycle. The role ensures timely, sustainable, and differentiated patient access to Novartis medicines by shaping value strategies, aligning evidence and payer needs, and guiding cross-functional teams and external stakeholder engagement.

## About the Role

### Key responsibilities

- Develop and drive integrated access and pricing strategies across the lifecycle for pipeline and in-market assets, aligned with market dynamics and business priorities.
- Provide value and access input into target product profiles, indication sequencing, and early asset decisions to maximize long-term access and reimbursement outcomes.
- Define pricing, contracting, and negotiation strategies to support optimal launch, lifecycle, and revenue optimization.
- Shape and articulate value propositions, access ambitions, and positioning based on payer evidence requirements and healthcare system insights.
- Lead cross-functional coordination across Commercial, Medical, HEOR/HTA, Regulatory, Policy, and Field teams to ensure aligned access strategy execution.
- Build and maintain strong relationships with payers, health authorities, and system stakeholders, representing Novartis in negotiations and policy discussions.
- Drive pipeline and early access strategies, guiding clinical evidence needs, endpoints, comparators, and opportunity assessments.
- Lead lifecycle access activities including HTA submissions, renewals, line extensions, pricing reviews, and contract renegotiations.
- Translate market, policy, and stakeholder insights into strategic recommendations and ongoing strategy refinement.
- Build a high-performance access organization by developing talent, strengthening succession, and role-modeling Novartis leadership behaviors.

### Requirements

- University degree in life sciences, health economics, public health, business, or related field with 7–10+ years of experience in market access, pricing, HEOR/HTA or related areas; advanced degree preferred; fluency in English and local language (Romanian) required.
- Proven track record of developing and executing integrated access and pricing strategies for innovative medicines.
- Experience engaging with payers, HTA bodies, and health authorities across access and reimbursement processes.
- Strong understanding of healthcare systems, reimbursement pathways, and policy dynamics.
- Demonstrated ability to influence senior internal and external stakeholders in complex, matrix environments.
- Experience shaping early access strategies, clinical evidence requirements, and lifecycle submissions.
- Strong analytical capabilities including value modeling, scenario analysis, and evidence synthesis.
- Excellent negotiation, stakeholder management, and cross-functional leadership skills.
- Clear communicator able to translate insights into compelling value stories and strategic recommendations.

### Commitment to Diversity & Inclusion:

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

**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>

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Primary location salary range  
L328,230.00 - L609,570.00

Дивизион  
International  
Business Unit  
Sales  
Место  
Румыния  
Сайт  
Bucuresti  
Company / Legal Entity  
RO07 (FCRS = RO007) NOVARTIS PHARMA SERVICES ROMANIA S.R.L  
Functional Area  
Market Access

Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
No

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