

Group Product Manager

Job ID
REQ-10079261
Июн. 03, 2026
Индия

Сводка

Group Product Manager is critical position for driving brand strategy, commercial performance, launches, and cross-functional execution for priority cardiovascular brands in India.

About the Role

Location – Mumbai#LI Hybrid

About the Role:

The Group Product Manager (GPM) – Cardiovascular Portfolio is responsible for driving end-to-end brand strategy, execution, and commercial performance for one or more priority cardiovascular brands in India.

This is a strategic role, accountable for portfolio/brand growth, market leadership, and successful execution of high-impact marketing initiatives in alignment with organizational goals.

The role requires deep understanding of CV disease area, market access dynamics, and stakeholder ecosystems, with strong collaboration across Sales, Medical, Value & Access, and external stakeholders.

Key Responsibilities:

1. Portfolio & Brand Strategy

- Develop and execute brand strategy and annual operating plans aligned with business priorities
- Drive portfolio prioritization, lifecycle management, and growth strategies (including launches, line extensions, and maturity optimization)
- Translate global strategy into locally relevant, insight-led execution plans
- Identify market opportunities, unmet needs, and competitive positioning through robust analytics and customer insights

2. Commercial Performance & Business Delivery

- Own delivery of sales, market share, and profitability targets for assigned brands
- Monitor brand performance, business KPIs, and external environment, and drive timely corrective actions
- Support forecasting and demand planning inputs for accurate business planning

3. Customer & Market Insight Generation

- Drive deep understanding of cardiology ecosystem (HCPs, institutions, patient pathways, payers)
- Generate actionable insights through market research, field immersion, and analytics
- Build strong engagement with KOLs, key institutions, and stakeholders to shape strategy and execution

4. Integrated Marketing Execution

- Lead design and execution of omnichannel marketing campaigns (digital, field, patient programs, institutional initiatives)
- Develop scientifically strong, compliant promotional content aligned with regulatory and ethical guidelines
- Ensure effective deployment of marketing mix and resource allocation for maximum ROI

5. Cross Functional Collaboration

- Partner closely with Sales, Medical Affairs, Value & Access, Regulatory, and Supply teams
- Align execution across cross functional teams and ensure seamless delivery of initiatives
- Act as a bridge between strategy and field execution, ensuring adoption and impact

6. Budget & Governance

- Manage brand budgets, forecasts, and resource allocation with full accountability
- Ensure compliance with Novartis policies, pharmacovigilance, and ethical standards
- Track and optimize ROI across marketing investments

7. Launch Excellence & Innovation

- Lead pre launch and launch readiness planning for new cardiovascular products
- Drive innovative go-to-market strategies, including digital and patient-centric approaches
- Champion new capabilities (analytics, AI, omnichannel engagement) to enhance brand effectiveness

Individual Contributor Expectations

- Operate with high ownership and autonomy, without formal team management
- Influence and align cross-functional stakeholders through strong collaboration and thought leadership
- Act as a subject-matter expert in cardiovascular therapy and market dynamics

Essential Requirements:

- Sales growth and market share
- Brand profitability and budget adherence
- Effectiveness of marketing campaigns (ROI, engagement metrics)
- Quality and timeliness of strategic plan execution
- Stakeholder engagement (HCP, KOL, institutional)

Qualifications & Experience

- MBA (preferred) with a degree in Life Sciences / Pharmacy / Medicine
- 6–10 years of experience in pharmaceutical sales and marketing, with exposure to cardiovascular therapy preferred
- Proven track record in brand management and commercial execution
- Experience in product launches and lifecycle management is an advantage

Desirable Requirements:

- Key Skills & Competencies
 - Strategic thinking and business acumen
 - Strong analytical and insight-generation capabilities
 - Cross-functional collaboration and stakeholder management
 - Customer-centricity (HCP/patient focus)
 - Commercial excellence and execution rigor
 - Communication, influencing, and storytelling skills
 - Understanding of regulatory and compliance environment in pharma

Why Novartis: Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us!

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

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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.

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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.

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Дивизион

International

Business Unit

Sales

Место

Индия

Сайт

Mumbai (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Продажи

Job Type

Full time

Employment Type

Regular

Shift Work

No

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