

Sales & Marketing Manager Gene Therapy

Job ID
REQ-10080969
Июн. 12, 2026
Мексика

Сводка

Develop and execute the Gene Therapy marketing strategy, including brand planning, positioning, and campaigns targeting HCPs, patients, and key stakeholders in the rare disease space.

About the Role

Key Responsibilities -

- Lead product launch and lifecycle management, coordinating cross-functional teams (Medical, Market Access, Regulatory, Sales) to ensure aligned and effective execution of global and local strategies.
- Lead, coach, and align the sales team, ensuring strong field execution, consistent messaging, and achievement of commercial targets through effective collaboration and training. (aligned with typical pharma marketing leadership scope)
- Analyze market insights, competitive landscape, and patient dynamics to identify growth opportunities, optimize forecasts, and adjust tactical plans based on data-driven decisions.
- Drive stakeholder engagement initiatives, including collaboration with KOLs, medical societies, and patient advocacy groups to increase disease awareness and product adoption.
- Ensure full regulatory and compliance adherence across all promotional materials and activities, maintaining high scientific accuracy in communicating product benefits and risks.

Ideal Profile -

- A Senior Marketing professional / Commercial Lead who has led launches and teams, ideally in oncology, rare diseases, or advanced therapies.
- Proven experience in:
 - Brand Leadership / Marketing Lead / Commercial Lead roles
 - Product launches (pre-launch + launch + early growth)
- Strong track record managing both marketing strategy and field execution (sales leadership)
- Ability to define and execute end-to-end brand strategy (positioning, segmentation, omnichannel campaigns)
- Strong P&L mindset and performance ownership (forecasting, growth acceleration)
- Experience translating global strategies into locally relevant execution plans
- Proven leadership in complex, high-stakes launches
- English at an advanced level

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

Marketing

Место

Мексика

Сайт

INSURGENTES

Company / Legal Entity

MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.

Functional Area

Market Access

Job Type

Full time

Employment Type

Regular

Shift Work

No

Ajustes de accesibilidad

Novartis tiene el compromiso de trabajar y proporcionar adaptaciones razonables para personas con discapacidad. Si, debido a una condición médica o discapacidad, necesita una adaptación razonable para cualquier parte del proceso de contratación, o para desempeñar las funciones esenciales de un puesto, envíe un correo electrónico a tas.mexico@novartis.com y permítanos conocer la naturaleza de su solicitud y su información de contacto. Incluya el número de posición en su mensaje.

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