

# National Director, External Expert Engagement, Hematology - REMOTE

Job ID  
REQ-10081675  
июл 02, 2026  
США  
Available in: English

## Сводка

The National Director, External Expert Engagement role is responsible for partnering and collaborating with key stakeholders to implement and execute an annual plan that includes strategies and tactics for engaging with Medical Experts (ME) and coordinating Marketing, Medical, and General Management engagements across all brands in the Hematology therapeutic area.

The National Director role is a marketing leadership role requiring advanced expertise, command of the business, collaboration and leadership skills dedicated to the top MEs across the country. This role requires accelerated therapeutic and product knowledge expertise across identified disease areas with the ability to communicate information in a tailored and compelling fashion – exceeding (internal and external) customer expectations. The National Director anticipates how changes in the healthcare environment may create additional challenges/opportunities at an area, regional and national level, and synthesizes this information to develop solutions. The National Director demonstrates advanced expertise in navigating complex components of the role including but not limited to: marketing, clinical and commercial knowledge, internal and external stakeholder agility, healthcare system dynamics, emotional and ethical intelligence, strategic influence, innovation and change leadership. This role actively contributes and champions overall IMO/TLL change initiatives and embraces self-initiated projects/assignments to improve performance and efficiency at a national level. The National Director will effectively collaborate cross-functionally (possessing heightened interpersonal and EQ agility) with key internal stakeholders (e.g. HCP Education Lead, CE Leadership, Medical Affairs, Congress Strategy, Advocacy Lead, Compliance, etc.) to conceive, design, implement, and budget for an annual plan comprised of both marketing strategies and tactics to positively influence Novartis brand awareness/positioning. This role will excel with medical expert marketing support, insight gathering, congress and HCP education objectives/outcomes and cross-matrix collaboration. Additionally, the National Director will ensure execution of strategic/tactical marketing plans and will execute against key performance indicators (KPIs) and analyses to ensure exceptional delivery and impact. This role will provide oversight into creation and utilization of brand materials/resources and will create and deliver business reviews to senior leadership. The National Director will lead the development and implementation of training for the role, to heighten marketing and scientific knowledge of the given disease state/competitive products and platforms, technology, processes, and materials that enable the role.

This position can be based remotely anywhere in the U.S. (there may be some restrictions based on legal entity). Please note that this role would not provide relocation as a result. The expectation of working hours and travel (domestic and/or international) will be defined by the hiring manager.

## About the Role

### Key Responsibilities:

- Define, identify and maintain composition of ME universe (Tier 1, Tier 2 and Rising Stars) within defined scope in partnership with key stakeholders
- Conduct and/or orchestrate cross-functional 1:1 engagements with Tier 1 (and high value Tier 2 and rising stars, workload permitting) MEs to gain post-approval insights/feedback related to market dynamics, competitive landscape, marketing strategy, tactical execution, patient journey, referral/treatment landscape, product profile, etc. to inform development and integration of Marketing Strategy (IMST, HCP Education, Congress Strat) and other business partners (as defined by marketing SPOC)
- In partnership with Marketing Strategy, develop advisory board and consultancy submissions, and support execution through active participation or nomination of potentially relevant ME advisors or consultants
- Collaborate with Medical Affairs to identify, nominate and/or deploy ME(s) against specific market-related situations/needs (e.g. Payer initiative, Access challenge, etc.)
- Schedule, coordinate and execute cross-functional engagements with Tier 1/2 MEs (e.g. site visits, executive/leadership engagements, immersion days, etc.)
- Serve as a key point of contact between defined ME universe and Novartis to help direct MEs to the appropriate Novartis team or associate for additional engagement/follow up
- Collaborate with key stakeholders (HCP Education Delivery, Marketing Strategy, Field Leadership, Medical Affairs, Compliance, etc.) on format, design and delivery of commercial educational programs
- Serve as moderator and/or faculty for educational activities e.g. Peer Exchange Programs (PXP)
- Support identification and approval of Novartis commercial engagement at regional/local conferences, state society meetings and other events (as permitted by policy), including representing Novartis at these events, in collaboration with cross-functional partners
- Develops and executes a cohesive ME engagement plan for commercial purposes at identified national and regional congresses in consultation and partnership with key stakeholders (Congress Strategy, Marketing Strategy, Field Leadership, Medical Affairs)

### Essential Requirements:

- Bachelor's degree in related field, MBA or advanced degree preferred
- At least 7 years of Thought Leader Liaison (TLL), Account Management or related experience
- Minimum 5 years' experience in assigned disease area preferred, but required in Specialty Sales; with strong working knowledge of thought leaders, institutions, and systems in this space
- Strong knowledge of healthcare and/or pharmaceutical industry with proven ability to develop productive relationships with physicians and other healthcare professionals
- Strong analytical skills and presentation skills
- Ability to think creatively and conceptually
- Ability to develop and execute key strategies
- Financial/budgetary experience

### Desirable Requirements:

- 2 years of line management/people management experience is preferred

**Novartis Compensation Summary:**

The salary for this position is expected to range between \$185,500 and \$344,500 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.

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

**EEO Statement:**

The Novartis Group of Companies are Equal Opportunity Employers. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status.

**Accessibility & Reasonable Accommodations**

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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