

## Retail Marketing Lead

Job ID  
REQ-10083298  
июл 13, 2026  
Китай

### Сводка

Lead the Retail Marketing organization to shape and execute Novartis' retail brand strategy, driving performance growth, patient access, and channel innovation across Novartis strategic brands and across chain pharmacy, NDP and EC channel.

The role is accountable for developing and implementing integrated retail marketing strategies, collaborating closely with Retail Field Sales, Customer Operations, NKA/E-commerce, and other cross-functional stakeholders to maximize the impact of Novartis brands in the retail channel.

This position leads Central Retail Marketing and provides strategic guidance to Regional Trade Marketing teams through a matrix organization to ensure effective execution of national strategies, patient activation initiatives, and channel innovation.

### About the Role

#### Major accountabilities:

- Lead and execute the overall Retail Marketing strategy to accelerate brand growth, patient access, across NVS retail channel.
- Partner with TA Marketing teams to develop and implement retail brand and growth strategies, ensuring alignment with brand priorities and business objectives.
- Drive retail channel accessibility through Chain pharmacy, NDP and other innovative access models based on product lifecycle and market opportunities.
- Lead retail innovation initiatives, including EC/O2O programs, patient activation, disease education, and emerging retail business models.
- Generate actionable insights from market trends, patient journeys, and competitive intelligence to support strategic decision making.
- Build a high-performing organization by developing capabilities, fostering innovation, and ensuring compliance with Novartis policies and standards.
- Provide functional leadership and governance to Regional Trade Marketing teams, ensuring effective implementation of national retail strategies and customer programs.

#### Desirable requirements:

- Significant experience in pharmaceutical marketing, commercial strategy, or retail business management.
- Strong understanding of retail channel dynamics, customer engagement, and omnichannel marketing.
- Proven leadership in driving cross-functional collaboration and influencing senior stakeholders.
- Strong strategic, analytical, and business planning capabilities.
- Demonstrated people leadership and organizational development experience.
- Fluent English Proficiency is mandatory, capable of oral communication, written correspondence and formal report presentation

**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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Дивизион  
International  
Business Unit  
Sales  
Место  
Китай  
Сайт  
Shanghai (Shanghai)  
Company / Legal Entity  
CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd  
Functional Area  
Маркетинг  
Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
No

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