

Integrated Insights Business Partner

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Мексика
Available in: English

Сводка

Act as the strategic “front door” for Therapeutic Areas (TAs) and Value & Access (V&A) to translate business priorities into Key Business Questions (KBQs), research needs and analytical outputs, ensuring insights are decision-ready and actionable. The role bridges strategy with execution by orchestrating insight generation (primary/secondary MR, competitive intelligence) and aligning deliverables with the Data, Analytics & Platforms (DAP) pillar for scalable reporting, dashboards and analytics tools.

About the Role

Major Accountabilities

Insight Generation & Market Understanding

- Lead the integrated insights agenda for assigned TAs
- Generate and synthesize insights from **primary/secondary market research** and competitive intelligence.
- Drive market research planning: patient journey mapping, segmentation inputs, market sizing, drivers/barriers, ecosystem and payer insights.
- Ensure efficiency by **reusing existing international research/knowledge platforms** before initiating new PMR; act as facilitator for internationally driven PMR.

Orchestration with DAP

- Convert business questions into **analytics briefs** and requirements for DAP (dashboards, data products, reporting cadences), ensuring clear definition of done and decision use.
- Coordinate vendor briefings (MR/data acquisition) in collaboration with TAs and Procurement teams, and ensure timely delivery, quality checks and stakeholder-ready storytelling.
- Support key TA / Value & Access decisions (e.g., One Brand Plan, Forecast, Scenario Planning, Launch Readiness) explicitly supported by Integrated Insights outputs.
- **Quality of Key Business Questions (KBQs):**
Proportion of initiatives entering Data, Analytics & Platforms with clearly defined, prioritized KBQs and a documented “decision to be enabled,” minimizing rework and misalignment.
- **Adoption of Insights & Recommendations:**
Insights and recommendations that are adopted or translated into concrete actions by TA / Value & Access stakeholders.
- **Forecasting & Scenario Alignment:**
Level of cross-functional alignment (TA, Finance, V&A) on forecast assumptions, scenarios, and interpretations, measured through reduced iterations and timely cycle completion.
- **Execution Bridge Effectiveness (Insights ↔ DAP):**
Effectiveness in translating business priorities and KBQs into clear analytical briefs, resulting in on-time, fit-for-purpose delivery by Data, Analytics & Platforms teams.

Ideal Background

- **Education:** Business, Life Sciences, Economics, Engineering, Data/Analytics or related.
- **Languages:** English + Spanish

Experience/Professional Requirement:

- Experience in integrated insights, market research, analytics, forecasting/scenario planning in regulated industries.
- Proven ability to translate business priorities into KBQs and decision-ready narratives; vendor coordination is a plus

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Дивизион
International
Business Unit
Marketing
Место
Мексика
Сайт
INSURGENTES
Company / Legal Entity
MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.
Functional Area

Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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