

Brand Associate

Job ID

REQ-10085449

авг 10, 2026

Панама

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Сводка

#LI-Hybrid

Location: Panama

This role is based in Panama. Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

Lead the definition and execution of brand and portfolio strategies, with full ownership of marketing planning, lifecycle management, and commercial performance. This role is a core member of the Brand Team, accountable for driving results through strategic thinking, cross-functional leadership, and flawless execution.

About the Role

Key responsibilities

- Own the development and execution of brand strategies and tactical plans, ensuring alignment with portfolio priorities, business objectives, and field execution needs.
- Lead portfolio lifecycle management initiatives, monitoring market performance, key KPIs, brand results, risks, and opportunities to guide decision-making.
- Analyze market trends, sales performance, competitive dynamics, and commercial data to generate actionable insights and strategic recommendations.
- Drive sales forecasting and demand planning in close collaboration with finance, commercial teams, and relevant cross-functional partners.
- Lead the development, approval, and deployment of promotional materials for the sales force, ensuring compliance with internal processes and standards.
- Act as the main marketing point of contact for cross-functional stakeholders including Medical, Access, Regulatory, Finance, and commercial partners to ensure aligned strategy and execution.
- Own budget planning, tracking, and optimization of promotional and tactical investments to maximize commercial impact.
- Lead commercial planning cycles, field force follow-ups, and ongoing performance reviews, proactively identifying actions to strengthen execution.
- Ensure strong alignment between strategy and field execution, acting as the guardian of brand priorities and performance delivery.

Essential Requirements

- Bachelor's degree in Marketing, Business Administration, or a related field; minimum 3 years of experience in brand management, marketing, or commercial roles with clear ownership responsibilities; intermediate to advanced English proficiency.
- Proven experience managing brand strategies, portfolio planning, and commercial initiatives.
- Strong analytical capabilities, with the ability to translate market, sales, and performance data into strategic decisions.
- Ability to manage complexity, prioritize effectively, and lead multiple workstreams in a matrix environment.
- Excellent communication, influencing, and stakeholder-management skills across cross-functional groups.
- Previous exposure to pharmaceutical, healthcare, or consumer goods environments is preferred.
- Strong project ownership mindset, with accountability, autonomy, learning agility, and executional excellence.
- Strategic mindset and motivation to continue growing into senior marketing or commercial leadership roles.

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>

Commitment to Diversity and Inclusion: Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Careers: <https://www.novartis.com/careers>

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

Панама

Сайт
Panama
Company / Legal Entity
PA13 (FCRS = PA013) Novartis Panama, S.A.
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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