

Execution Excellence & Portfolio Head Eurasia

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Казахстан

Сводка

The Execution Excellence & Portfolio Head in Eurasia ensures patient access to Rest of Portfolio products through translating International frameworks to local execution, alliances & partnerships management and life cycle management, while also leading a neutral, cross-functional team to drive execution excellence by harmonizing standards, ensuring consistent and continuous improvement, and building future-ready capabilities across TA, Value & Access, and selected Medical Affairs areas (specifically Data, Analytics & Platforms and Capability Building), enabling data-driven decision-making and optimized resource allocation. The role ensures an efficient collaboration model with above- & in-country functions to execute International / Regional strategies within resource constrained environment.

About the Role

Accountabilities as Portfolio Head

Portfolio Management

- Drive patient access to medicines in line with global guidance
- Provide inputs to forecasts and monitor budgets & resource allocation to support portfolio goals.
- Track portfolio, brand, and lifecycle performance using internal and external data. Follow market trends to support decision-making. Track portfolio performance on account level.
- Liaise with Regulatory teams to ensure a proper portfolio management in terms of Risk Management Plan fine-tuning/amendments.
- Manage ad hoc requests responding promptly to urgent and routine operational requests.

Lifecycle Management (LCM)

- Build LoE excellence, tracking and preparing brands for LoE with tailored tactics.
- Onboard brands from TAs by coordinating the transition of brands into the Portfolio unit, ensuring seamless transfer and streamlining of assets, budgets, analytics, and engaging key stakeholders for a smooth handover.
- Partner with HQ, Legal, V&A, Supply chain and Finance to ensure proper estimation of patient access decline post LoE; support supply chain
- Identify and apply late LCM activities, implement tactics to sustain patient access to brands.
- Recommend assets to be externalized to reduce maintenance efforts, transferring or retiring assets to streamline operations and reduce costs.

Digital Promotion

- Promote Rest of Portfolio brands through digital channels, utilizing digital platforms to maintain brand visibility and engagement where required.
- Manage content and channels, regularly updating and optimizing digital assets to maintain compliance and relevance.
- Partner with TA Heads to identify opportunities for synergies and leverage digital promotion assets/plan to support patient access to brands.

Partnerships & Alliances:

- In alignment with HQ identify and evaluate partnership opportunities, proactively scanning for and assessing external collaborations that can enhance patient access.
- Support negotiations and formalizing partnership terms to align with operational objectives set by International.
- Manage & sustain alliances, track performance and compliance of partnerships, overseeing ongoing partnerships to ensure mutual benefit and adapt to evolving needs.

Accountabilities as Execution Excellence Head

Field Excellence (Supports TA and V&A)

- Support the design and operationalization of field performance evaluation plans, Value & Access field metrics, territory structures, and field force sizing in alignment with internal/external benchmarking and continuous workforce planning perspectives (final accountability remains with TA and Value & Access leads)
- Implement balanced territory structures, revise territory maps, conduct rep placement analytics, and generate actionable insights while respecting functional boundaries.
- Recommend optimal field force size and organizational structure to support launch brands and Value & Access expert engagement plans.
- Build ambitious, competitive, motivational and compliant performance evaluation models, reward systems to ensure financial targets are achieved.
- Sets competitive in-field metric KPIs and ensures they're delivered

Integrated Insights (Supports TA and V&A)

- Deliver integrated metrics and measurements, and business insights to guide decision-making.
- Partner with finance to generate the analytical insights and cross functional consolidation needed for business decisions, including brand performance, market modelling assumptions, and resources-workforce planning optimization.
- Lead market research planning including patient journey mapping, segmentation, and market sizing, medical, payers research, and competitive assessment.
- Conduct deep-dive analyses using internal & external data sources; manage external data acquisition & liaise with external partners based on current/future needs, to enable business and operational insights generation, anticipation of trends for supporting better data-driven TA and Value & Access decisions.
- Map competitive dynamics, industry evolution, healthcare system trends, and digital/technology developments for each TA and Value & Access team.

Data, Analytics & Platforms (Supports TA, V&A, Medical)

- As per HQ/regional/global guidelines, drive standardization including tools/processes/data and maintain a federated, trusted view of business-critical data
- Define business rules for data processing and ensure end-to-end data quality across TA, Medical, and Access, including CRM data platforms management.
- Define and maintain data sources, processing and quality for TA, Medical, and Access Global KPI reporting
- Liaise with Integrated Insights to develop dashboards and reporting tailored to functional needs
- Drive change management and ensure proper adoption of technology platforms and assets developed by International
- Enable tech readiness for global execution excellence initiatives (e.g. ICE, IMEx, IpEx, etc.)
- Manage AI products that enhance customer engagement and productivity
- Partner with Capability Building for strengthening technology, digital, AI savviness, skillsets and adoption.

Capability Building (Supports TA, V&A, Medical)

- Assess capability needs across TA, medical and V&A in alignment with International global priorities, including building on outside in perspective of market context/trends in specific domains.
- Deploy and deliver business learning/curriculum programs tailored to country needs.
- Set standards for learning governance, measurement, and effectiveness.
- Execute/deliver global learning experiences and tools, in partnership with functional teams.
- Maintain effective partnerships with external vendors to ensure high-quality & efficient budget mgmt for training local adaptations and/or deployment of globally developed materials/programs/curricula.

Customer Excellence (Supports TA, V&A)

- Identifies opportunities and development of action plans and execution that will increase overall effectiveness and efficiency of the organization
- Ensure content readiness and activation across field technology platforms and channels.
- Responsible for providing data/insights to inform TA decisions or global/above country decisions on product distribution approach and responsible to implementing, updating, reporting in systems
- Validate customer journeys and guide omnichannel excellence.
- Coordinate congress logistics and vendor management.
- Implement frameworks to optimize promotional and access resource deployment.
- Drive implementation of ICE, IPEx, promotional excellence (process, quality of OneBrand plan, KPI, consistency, promotional spend etc) & launch excellence (quality, KPI and continuous improvement).

Leadership & Culture

- Lead and coordinate cross-functional teams to execute prioritized tasks.
- Build a high-performance culture, manage recruiting, performance, and coaching; develop critical capabilities and talent pipelines.
- Attract, develop, and retain top talent; strengthen succession plans and capabilities across the country organization.
- Role-model Novartis Leadership Expectations, inspire transformation and performance, and demonstrate self-awareness with a growth mindset.
- Adhere to applicable legislation, SOPs, internal policies, adverse event reporting requirements, and other relevant compliance obligations.

Key performance indicators:

- Maximization of patient access to brands within Portfolio Unit

- Successful partnerships and alliances
- Digital engagement metrics
- Brand performance and sustainability
- Diligent budget monitoring
- Quality and adoption of execution excellence standards
- Data-driven field performance enablement
- Impact and utilization of insights, analytics, and digital platforms
- Effective capability building across the organization

Education:

- University degree in science or business
- Advanced degree in bioscience, medicine, business, and/or management is preferred

Languages:

- English
- Country language desirable

Experience/Professional Requirement:

- Extensive experience in leadership positions within the pharmaceutical or life science industry.
- End-to-end portfolio management of mature brands, including onboarding, LoE planning, and post-LoE patient access retention using late-stage lifecycle tactics.
- Strong execution excellence, analytics, and digital enablement expertise
- Solid understanding of Medical Affairs processes and **non-negotiable medical-TA (promotional) boundaries**
- Proven partnership expertise.
- Regulated digital promotion execution: content governance, channel optimization, compliance, strong market analytics.
- Track record of leading cross-functional teams (Legal, Finance, Market Access, Regulatory, Supply Chain, CLS) and navigating complex stakeholder environments.
- Solid track of change management projects and ability to influence without formal authority to drive change in complex organizations
- Prior experiences across multiple pillars of execution excellence function and ability to partner effectively with subject matter experts and lead the cross-functional/neutral enabling unit.
- Matrix leadership and talent development: building high-performance, diverse teams; coaching, succession planning, and influencing across complex cross-functional and regional interfaces.
- Enterprise thinker: Optimizes for total portfolio performance and long-term sustainability.
- Resource discipline: Operates lean; rigorously aligns spend to investment guidelines and demonstrable ROI.
- Outcome-oriented: Sets clear KPIs (patient access to portfolio, digital engagement, brand sustainability) and acts on insights.
- Proven ability to incorporate digital/AI tools as part of daily work.

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

Data & Digital

Место

Казахстан

Сайт

Kazakhstan

Company / Legal Entity

KZ03 (FCRS = KZ003) Novartis Kazakhstan LLP

Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

Job ID
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