NOVARTIS

Territory Business Executive (TBE), CRM

Job ID
REQ-10084951
Сен. 11, 2026
Индия

Сводка

As a Territory Business Executive (TBE), you'll lead with purpose – crafting personalized experiences that reflect the unique needs of each account and Health Care Provider (HCP). Acting as the primary point of contact, you'll build meaningful connections, identify shared priorities, and navigate solutions that link customers to Novartis resources, all with the goal of improving patient outcomes.

Success in this role comes from balancing demand generation with strategic account engagement. You'll bring expertise in clinical and account-based selling, access navigation, collaborative problem-solving, team orchestration, and omni-channel engagement.

About the Role

Key Responsibilities:

- Drive territory business plans to exceed sales and growth objectives.
- Build and strengthen customer relationships to deliver impactful solutions.
- Lead multi-channel engagement to maximize coverage and influence.
- Ensure accurate reporting and resolve issues promptly.
- Collaborate with cross-functional teams to optimize resources and forecasts.
- Champion compliance and uphold Novartis' ethical standards.
- Monitor market trends and competitor activities to inform strategy.
- Provide insights to enhance promotional effectiveness and territory performance.

Essential Requirements:

- Science educational background is must, B.Sc., B. Pharma
- Management degree preferred
- Minimum 2+ years in pharmaceutical sales, preferably with a cardiology or other specialty sales background.
- Strong scientific acumen with the ability to translate clinical and product knowledge into value-based selling, effectively communicating differentiated patient and therapeutic benefits to healthcare professionals.
- Proven ability to drive prescription generation and achieve sales targets
- Additional requirement for Institutional TBE/Sr. TBE/ ASM – Understanding/Knowledge of CGHS, ARMY, Railways, ESIC and State Government accounts
- Strong knowledge of disease management and treatment protocols
- Ability to engage with healthcare professionals from the territory effectively
- Preferred experience with specialty as well as mass market product
- Excellent communication, negotiation and relationship-building skills

Commitment to Diversity and Inclusion / EEO paragraph:

Novartis is committed to building an outstanding, inclusive work environment and diverseteams' representative of the patients and communities we serve.

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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International
Business Unit
Marketing
Место
Индия
Сайт
Kerala
Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited
Functional Area
Продажи
Job Type
Full time
Employment Type
Regular (Sales)
Shift Work
No

Accessibility and accommodation

Novartis is 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 recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@novartis.com 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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