NOVARTIS

Sr/ Brand Manager - Renal

Job ID
REQ-10091190
Ноя. 03, 2026
Тайвань

Сводка

Sr/Brand Manager - Renal
Location : Taipei

#LI-Hybrid

Want to bring a new medicine to market and see the difference it makes for patients? Join Novartis as a Brand Manager. Our purpose is to reimagine medicine to improve and extend people's lives. You'll get the scope to own a launch, real visibility with regional teams, and a culture that supports curiosity and growth.

About the Role

Major Accountabilities:

- Lead brand strategy and launch planning as part of the Integrated Brand and Launch Teams.
- Carry out, track and analyse tactical plans that drive brand growth and market share.
- Develop promotional activities that follow internal SOPs and the Code of Conduct.
- Manage brand budgets, forecasts and the marketing mix to make sure spending pays off.
- Gather market and customer insights to find new opportunities.
- Work with Medical colleagues to identify key centres, KOLs and patient needs in your territory.
- Make sure all safety and regulatory communications to healthcare professionals are compliant.

Requirements:

- At least 5 years of brand management experience in pharma industry
- New product launch experience, with strong launch skills and demonstrated track record in launch
- Renal, Specialty,or rare disease experience a plus
- Proven leadership skills, with experience coaching and motivating a team
- Proven exceptional external customer focus and building strong relationship with KOLs.
- Ability to bring strategy to life through execution.
- Proven ability to work cross-functionally.

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
Тайвань
Сайт
Taipei
Company / Legal Entity
TW03 (FCRS = TW003) Novartis (Taiwan) Co. Ltd
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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