

Lifecycle Management Senior Manager

Job ID
REQ-10079192
Июн. 22, 2026
Китай
Available in: English

Сводка

Lifecycle Management

About the Role

Major accountabilities:

- Build LoE excellence, tracking and preparing brand for LoE with tailored strategies
- Onboard brands from TAs by coordinating the transition of brands into the portfolio, ensuing seamless transfer and streamlining of assets, budgets, analytics, and engaging key stakeholders for a smooth handover
- Collaborate with TA/Commercial partnership Team to Identify and apply most suitable late LCM strategy, implement tactics to sustain brand value and minimize post-LoE erosion.
- Analyze the LoE brand's best practice in the industry and prepare Business model proposal for LT for the LoE erosion brands from TA (promotion Vs carryover Vs Partnership)

Key performance indicators:

- LoE readiness planning (guidebook development) and quality of tailored strategies
- Brand onboarding / transition effectiveness from TAs
- Late LCM strategy execution and post-LoE erosion management
- Quality and timeliness of business model proposals for leadership decisions
- Usefulness of industry best-practice analysis for portfolio strategy

Minimum Requirements:

- Bachelor's degree or above in business, pharmaceuticals, medicine, or a related field.
- 8+ years of experience in the pharmaceutical, healthcare, business consulting background is a preference
- Demonstrated experience in preparing brands for loss of exclusivity (LoE), business transition planning, and identifying strategies to sustain brand value and mitigate post-LoE erosion.
- Strong analytical and strategic thinking skills, with experience evaluating market and industry best practices and developing business model recommendations for leadership decision-making.
- Proven ability to work cross-functionally with TAs, commercial partnerships, market access, regulatory, and enabling functions to drive execution in a compliant and results-oriented environment.

Languages :

- Mandarin, fluent English is a must

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Дивизион
International
Business Unit
Marketing
Место
Китай
Сайт
Shanghai (Shanghai)
Company / Legal Entity
CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

Accessibility and accommodation

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