

CRM TA Head

Job ID
REQ-10083414
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Южная Корея

Сводка

Plays a pivotal role in supporting the development and execution of the end-to-end brand strategy across Key markets. As part of the commercial team this role will closely work with the stakeholders of key markets and Regions, driving the successful launch and growth, supporting the launch and other upcoming indications. The incumbent will collaborate closely with Medical Affairs, Value & Access, and Customer & Market Activation teams to drive consistent strategy development and execution. Lead and develop a high-performing sales and marketing team and build effective and enduring business relationships with key customers/ stakeholders. As a TA head leads, manages and develops the overall performance of the TAs current and future product portfolio and delivers sales and profits within agreed budgets. Typically leads a small revenue country organization, covering both sales and marketing activities, with responsibility to drive performance and develop operational strategy of one or more product portfolio.

About the Role

Major accountabilities:

- Accountable for delivering the TA sales, market share, and profitability to meet or exceed budget targets.
- Defines, develops and oversees short and long-term strategic marketing (and sales) plans in line with regional & global marketing strategy.
- Monitors market trends, sales and product performance, conducts regular reviews against plans and takes corrective action as required.
- Drives the growth of the TA by establishing growth plans for existing products, effectively manages their life cycle, successfully launches line extensions and new products; establishes and manages effective strategic partnerships.
- Enhances sales force capabilities and continues to develop innovative commercial strategies to ensure success in an evolving healthcare environment.
- Partners with other TAs heads and supports in the development of an agile, customer-led digital and customer solutions strategy which meets the evolving needs of the business, our customers and patients.
- Responsible for the budget and financial performance of the unit.
- Successfully lead the TA team, managing all people-management related processes (recruiting, performance management, coaching).
- Identifies and builds key capabilities, talent pipeline and ensure proper development of assigned people.
- Support the development and execution of comprehensive marketing strategies, including, product positioning, differentiation, and scientific message to maximize market penetration.
- Partner with the launch teams of the Key countries to create robust strategic plans, ensuring meticulous execution and performance measurement.
- Continually collect and integrate feedback from countries and regions to refine and enhance brand strategy and specific projects or deliverables.
- Analyze market trends and market research, capturing perspective from customers, deeply understanding market dynamics, competition. Use data-driven insights to inform strategic decisions.
- Develops and strengthens strategic relationships with customers (e.g. physicians, key accounts, specialty pharmacies, KOLs and payors) to support medical and commercial activities in alignment with compliance guidelines.
- Optimize sales force performance and return on investment.
- Ensures alignment to all Ethics, Risk & Compliance policies and manage key processes.

Essential Requirements:

- Demonstrated success in creating demand for products in self-pay, cash-pay, or limited reimbursement environments. Able to develop innovative approaches that overcome affordability barriers and drive patient adoption in the absence of broad reimbursement support.
- Proven track record of leading a business unit, franchise, or sizable commercial organization with full accountability for strategy, execution, talent development, and business performance. Demonstrates the ability to build high-performing teams and consistently deliver growth in complex market environments.
- Significant commercial experience managing premium-priced therapies, specialty medicines, biologics, or injectable products. Understands value-based selling, patient journey challenges, and physician adoption dynamics associated with high-cost therapies.
- Strong ability to influence and align diverse stakeholders across external and internal environments, including physicians, scientific societies, patient organizations, government agencies, regional leadership, global functions, and cross-functional teams. Able to drive outcomes without relying on formal authority.
- Deep understanding of the Korean healthcare ecosystem, including reimbursement and non-reimbursement pathways, physician decision-making processes, patient access barriers, and the dynamics of both hospital and clinic channels.
- Demonstrates the ability to navigate ambiguity, anticipate market shifts, make timely decisions with incomplete information, and translate strategy into execution. Proven success in delivering results in rapidly evolving commercial environments.
- Proven track record of leading successful launches of specialty or innovative therapies, including pre-launch planning, market shaping, and post-launch acceleration.
- Business proficiency in English

Preferable Requirements:

- Relevant commercial, medical, or strategic leadership experience in cardiovascular, lipid, ASCVD, renal, or metabolic disease areas. Established customer insights and stakeholder relationships within the CRM ecosystem are highly valued.
- Strong experience building demand through private clinics, specialty clinics, health screening centers, or outpatient settings. Understands how to activate physicians and patients outside traditional tertiary hospital-centered commercial models.
- Demonstrated ability to challenge conventional pharmaceutical commercial models and create new go-to-market approaches, customer engagement strategies, patient activation programs, or ecosystem partnerships. Evidence of delivering growth through innovation rather than incremental optimization.
- Experience working on regional or global initiatives, leading cross-border projects, or managing multicultural stakeholders. Possesses strong executive-level English communication skills and demonstrates the potential to progress into regional or global leadership roles.
- Experience applying AI, advanced analytics, digital engagement, customer segmentation, predictive insights, or other data-driven approaches to improve

commercial effectiveness, customer targeting, decision-making, or business performance.

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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Employment Type
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Shift Work
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