

Integrated Insights Business Partner

Job ID
REQ-10083848
июл 16, 2026
Мексика
Available in: English

Сводка

Act as the strategic “front door” for Therapeutic Areas (TAs) and Value & Access (V&A) to translate business priorities into Key Business Questions (KBQs), research needs and analytical outputs, ensuring insights are decision-ready and actionable. The role bridges strategy with execution by orchestrating insight generation (primary/secondary MR, competitive intelligence) and aligning deliverables with the Data, Analytics & Platforms (DAP) pillar for scalable reporting, dashboards and analytics tools.

About the Role

Major Accountabilities

Insight Generation & Market Understanding

- Lead the integrated insights agenda for assigned TAs
- Generate and synthesize insights from **primary/secondary market research** and competitive intelligence.
- Drive market research planning: patient journey mapping, segmentation inputs, market sizing, drivers/barriers, ecosystem and payer insights.
- Ensure efficiency by **reusing existing international research/knowledge platforms** before initiating new PMR; act as facilitator for internationally driven PMR.

Orchestration with DAP

- Convert business questions into **analytics briefs** and requirements for DAP (dashboards, data products, reporting cadences), ensuring clear definition of done and decision use.
- Coordinate vendor briefings (MR/data acquisition) in collaboration with TAs and Procurement teams, and ensure timely delivery, quality checks and stakeholder-ready storytelling.
- Support key TA / Value & Access decisions (e.g., One Brand Plan, Forecast, Scenario Planning, Launch Readiness) explicitly supported by Integrated Insights outputs.
- **Quality of Key Business Questions (KBQs):**
Proportion of initiatives entering Data, Analytics & Platforms with clearly defined, prioritized KBQs and a documented “decision to be enabled,” minimizing rework and misalignment.
- **Adoption of Insights & Recommendations:**
Insights and recommendations that are adopted or translated into concrete actions by TA / Value & Access stakeholders.
- **Forecasting & Scenario Alignment:**
Level of cross-functional alignment (TA, Finance, V&A) on forecast assumptions, scenarios, and interpretations, measured through reduced iterations and timely cycle completion.
- **Execution Bridge Effectiveness (Insights ↔ DAP):**
Effectiveness in translating business priorities and KBQs into clear analytical briefs, resulting in on-time, fit-for-purpose delivery by Data, Analytics & Platforms teams.

Ideal Background

- **Education:** Business, Life Sciences, Economics, Engineering, Data/Analytics or related.
- **Languages:** English + Spanish

Experience/Professional Requirement:

- Experience in integrated insights, market research, analytics, forecasting/scenario planning in regulated industries.
- Proven ability to translate business priorities into KBQs and decision-ready narratives; vendor coordination is a plus

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
Мексика
Сайт
INSURGENTES
Company / Legal Entity
MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.
Functional Area

Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

Accessibility and accommodation

Novartis is committed to work with and provide 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 tas.mexico@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Job ID
REQ-10083848

Integrated Insights Business Partner

[Apply to Job](#)

Job ID
REQ-10083848

Integrated Insights Business Partner

[Apply to Job](#)

Source URL: <https://novartis.ru/kr-ko/careers/career-search/job/details/req-10083848-integrated-insights-business-partner>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf
3. <mailto:tas.mexico@novartis.com>
4. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/INSURGENTES/Integrated-Insights-Business-Partner_REQ-10083848
5. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/INSURGENTES/Integrated-Insights-Business-Partner_REQ-10083848