NOVARTIS

Integrated Insights Business Partner

Job ID
REQ-10084450
Июл. 30, 2026
Словакия

Сводка

#LI-Hybrid

Location: Bratislava

The Integrated Insights Business Partner is a country level role within the Integrated Insights pillar of Execution Excellence (EE). It transforms data into actionable insights to support Commercial and Value & Access (V&A) decision-making for assigned Therapeutic Area(s) and/or V&A.
The role bridges strategy with execution by translating TA and V&A priorities into clear insight and analytics questions, and by orchestrating delivery through the Data, Analytics & Platforms (DAP) pillar and external research partners. It leads execution of TA / V&A insight plans — including market research, performance analysis and forecast input preparation — within the guardrails defined by EE.

About the Role

Key responsibilities:

1. TA/Value & Access Insight Partnership & Generation and Demand Shaping

- Act as the primary Integrated Insights contact for assigned TA(s) and/or V&A, consolidating insight and analytics needs from TA, Commercial and V&A stakeholders.
- Act as a bridge to translate strategy into clear insights and key business analytics questions.
- Support market research (PMR, SMR) planning and execution for assigned TA / V&A scope, e.g. patient journey mapping, segmentation, positioning, market mapping and ecosystem / competitive intelligence and landscape assessments.
- Integrate internal KPIs and external data sources (e.g., claims data, secondary data, competitive intelligence, ICE CCPD (Content & Campaign Performance Dashboard)) to generate holistic insights on market, customer and brand performance.
- Ensure reuse of existing international and local research data via knowledge management platforms (e.g., Sherlock) before requesting new Primary Market Research (PMR), avoiding duplication and inefficiencies.
- Facilitator and key touchpoint for Internationally driven PMR
- Coordinate and execute external data acquisition (e.g. panels, syndicated sources) for Commercial and V&A needs, following Integrated Insights and EE standards.
- Support reporting and data literacy of market/sales data and patient data.
- SPOC within TA for secondary data and insights (e.g. IQVIA: RPM, DPM, PharmaScope, DKM, Channel Dynamics, Onco Dynamics, LRx, Xponent, DocSplit, iScore, Disease Analyzer).

2. Forecasting & Market Model Support

- Prepare and maintain TA / V&A-relevant market assumptions and definition used in forecasting (e.g., epidemiology, uptake, competitor events, access milestones), aligned with Integrated Insights frameworks.
- Support the DAP pillar in translating assumptions into dashboards and analytics by cocreating research designs and KPI/CSI (Commercial Success Indicator) requirements for reporting.
- Partner with TA, Finance and V&A to contribute market and access related inputs into product / TA forecasting, scenario plans and assess growth opportunities, aiming for a single, unified set of assumptions across functions.
- Provide inputs to Field Excellence for Incentive Target Setting

3. Value & Access(V&A) Enablement Through Insights

- Execute payers market research and relevant components of access-oriented studies in partnership with V&A and TA teams, in line with Integrated Insights remit.
- Coordinate external data acquisition and generate customer insights (including ATU – Awareness, Trial, Usage and Performance360 outputs) from primary/secondary research to support V&A decisions (e.g., value perception, access drivers/barriers).
- Partner with TA, Finance and Access to orchestrate cross-functional alignment on access-relevant forecasting assumptions and market outlook, ensuring a single interpretation across teams.

4. Data Analysis and Interpretation

- Identify and align key performance indicators (KPIs) to measure business performance and inform decision-making.
- Gather and analyze large datasets from various sources to identify trends, patterns, and insights (financial & market performance, competitor, source of business, customer engagement, patient numbers).
- Conduct in-depth analysis of market trends, customer behavior, and competitive landscape to identify opportunities and threats

5. Reporting and Data Storytelling

- Prepare and deliver comprehensive reports and presentations. Translate complex data into actionable insights and recommendations.
- Collaborate with data teams to ensure data accuracy and integrity, while also identifying opportunities for data product improvement.

Requirements

- Bachelor's degree in Life Sciences, Business, Economics or Market Research; advanced degree strongly preferred; English and country language desirable
- 1+ years of experience in business analytics or commercial strategy within pharmaceuticals, biotech or healthcare is desirable
- Exposure to TA and/or V&A planning, including brand planning, access strategy and forecasting inputs, ideally in a cross-functional environment is desirable
- Strong strategic, analytical and data-insights capabilities, with broad expertise across business analytics, competitive intelligence and forecasting are mandatorily required
- Strong ability to convert data and information into business-relevant insights, supported by strategic, creative and integrative thinking is also mandatorily required
- Excellent communication, presentation and storytelling skills, with the ability to influence senior stakeholders, ask the right questions and constructively challenge senior business leaders.
- Experience leveraging digital innovation to improve business outcomes and maximize customer value, with technical skills such as SQL, data management, Alteryx and PowerBI.
- Ethical mindset, strong collaboration orientation and alignment with Novartis values.

Benefits & Rewards

At Novartis, we're committed to reimagining medicine together - and rewarding the people who make it happen.

- Expected Annual Base Salary Range for role:36,190.00 - 67,210.00 EUR

The base salary offered is determined based on gender-neutral objectives, such as relevant skills, competencies and experience in accordance with the Novartis pay setting policy and upon joining Novartis will be reviewed periodically.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters.

The rewards of being part of our team go far beyond base pay and incentives. We also offer a variety of competitive benefits in kind to help you thrive personally and professionally, such as insurance plans, retirement plans, wellbeing resources and global recognition programs. In addition, we provide flexible and hybrid working options, where possible, and minimum 14 weeks paid parental leave.

Pay equity is a fundamental principle of our employment policy and reflects our commitment to create a diverse, equitable and inclusive environment that treats all employees with dignity and respect, as outlined in our Code of Ethics.

Read our brochure to learn more about our global total rewards offering:https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf

Note: Benefits and compensation may vary by country and are subject to local legal requirements, including provisions of collective bargaining agreements where applicable. A full overview of your compensation package, including any relevant collective bargaining agreement details applicable to your role based on your employment location and Novartis employer entity, will be communicated separately to you during the application process.

- Company car (except administrative, Finance and HR roles)
- Monthly pension contribution matching your contribution up to 3% of your gross monthly base salary
- Risk Life Insurance (full cost covered by Novartis)
- 1 week holiday above the Labour Law requirement
- 4 paid sick days within one calendar year in case of absence due to sickness without a medical sickness report
- Cafeteria employee benefit program – choice of benefits from Benefit Plus SK for 500 EUR per year
- Meal vouchers of 7 EUR each working day (full tax covered by the company)
- MultiSport Card contribution

Commitment to Diversity and Inclusion / EEO paragraph

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' 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

Benefits and Rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionallyhttps://www.novartis.com/careers/benefits-rewards

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Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally.
Read our handbook (PDF 30 MB)

Primary location salary range
€36,190.00 - €67,210.00
Дивизион
International
Business Unit
General Management
Место
Словакия
Сайт
Bratislava
Company / Legal Entity
SKA2 (FCRS = SK002) Novartis s.r.o
Functional Area
Маркетинг
Job Type
Full time

Employment Type
Regular
Shift Work
No

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