

Field Excellence, Integrated Insights & DAP Head

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Португалия
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Сводка

The Field Excellence, Integrated Insights & DAP Head provides end to end execution excellence leadership, ensuring that strategy, insights, field execution, and data & digital capabilities are fully integrated and consistently translated into measurable business impact.

The role acts as a single point of accountability across Field Excellence, Integrated Insights, and Data, Analytics & Platforms, enabling fact based decision making, optimized go to market models, and disciplined execution across Therapeutic Areas, Value & Access, and Medical Affairs. It operates as a country Center of Excellence, aligned with international standards, to elevate decision quality, productivity, and patient reach.

About the Role

Department: Execution Excellence unit

Reports to: Execution Excellence Head

Number of associates: 7

1. Integrated Insights & Strategic Decision Support

- Define and lead the country **integrated insights strategy**, translating business priorities and brand strategies into clear research agendas, analytics requests, and insight roadmaps.
- Own market research planning and execution across Therapeutic Areas and Value & Access, including patient journey mapping, segmentation, market sizing, competitive assessment, and payer ecosystem insights.
- Generate actionable insights from internal and external data sources, including primary and secondary research, claims data, competitive intelligence, ICE dashboards, and customer analytics.
- Develop and maintain market models and key assumptions to support **forecasting, scenario planning, and growth opportunity evaluations**, in partnership with Finance.
- Serve as the primary interface between business teams and DAP to ensure aligned priorities, KPI definitions, and timely delivery of decision-grade insights.
- Maximize reuse of international research and knowledge assets, ensuring efficiency and consistency with global standards.

2. Field Excellence & Go-to-Market Execution

- Lead **field performance and operational excellence** across Commercial and Value & Access organizations through standardized, insight-driven execution frameworks.
- Design and govern **sales incentive schemes and Value & Access field metrics**, ensuring compliance, transparency, and alignment with strategic objectives.
- Define, implement, and maintain standardized **field KPI frameworks, dashboards, and performance diagnostics**.
- Oversee **territory design, alignment, and field force deployment** leveraging ICE segmentation, targeting, and call-planning methodologies.
- Support go-to-market design for launches and portfolio changes, including field force sizing, deployment scenarios, and resource allocation recommendations.
- Responsible for the management of the PMR – primary market research's.
- Act as a trusted thought partner to Therapeutic Area and Value & Access Heads on field effectiveness, execution risks, and optimization opportunities.

3. Data, Analytics & Platform Enablement (DAP)

- Own and continuously evolve a **single, trusted view of business-critical data** across Commercial, Medical Affairs, and Value & Access in alignment with global data strategies.
- Define and enforce data governance, processing rules, and quality standards in compliance with international frameworks and local regulations.
- Deliver scalable **analytics, dashboards, and reporting solutions** to support performance management, ICE, IMEx, and Value & Access needs.
- Lead country deployment, adoption, and value realization of **digital, CRM, analytics, and marketing platforms**, ensuring alignment with global roadmaps.
- Translate international digital and data strategies into localized, fit-for-purpose roadmaps, supported by strong change and adoption management.

4. AI, Digital Innovation & Productivity Enablement

- Drive local implementation of **AI and GenAI initiatives** in line with Novartis AI Strategy, enhancing customer engagement, insight generation, and internal

productivity.

- Gather and prioritize local business requirements and co-define AI roadmaps with international stakeholders.
- Ensure responsible AI practices, capability building, adoption tracking, and measurable business impact.

5. Governance, Budget & Vendor Management

- Own budget planning, prioritization, and tracking across Integrated Insights, Field Excellence, DAP, digital platforms, AI initiatives, and external vendors.
- Manage external partners and vendors end-to-end, ensuring value delivery, compliance, and adherence to service-level agreements.
- Ensure full alignment with compliance, data privacy, promotional codes, and ethical standards.

6. People Leadership & Culture

- Build and lead a high-performing, future-ready organization across the Integrated Insights, Field Excellence, and DAP pillars.
- Foster a culture of **accountability, continuous improvement, innovation, and collaboration**, aligned with Novartis Leadership Expectations.
- Attract, develop, and retain top talent, strengthening succession planning and organizational capabilities.
- Lead transformation initiatives with a growth mindset and strong role-modeling behaviors.

Key Performance Indicators

- *Adoption and impact of insights on strategic and operational decisions*
- *Forecast accuracy and robustness of market assumptions*
- *Field performance improvement and effectiveness of incentive schemes*
- *Territory optimization and quality of go-to-market execution*
- *Data quality, dashboard adoption, and decision cadence enablement*
- *Digital platform and AI adoption with measurable productivity or engagement gains*
- *Stakeholder satisfaction and cross-functional collaboration*

Ideal Background

Education:

- University degree in bioscience or business administration

Languages:

- English
- Country language

Experience/Professional Requirement:

- Minimum 10 years of experience in pharma/biotech across commercial excellence, integrated insights, analytics, digital platforms, or field effectiveness

- At least 5 years in senior leadership roles managing multidisciplinary teams
- Demonstrated expertise in:
- Integrated insights and market research
- Field excellence, incentives, territory design, and go-to-market execution
- Data and analytics platforms and digital transformation
- AI and GenAI enablement and change management
- Proven ability to partner effectively with Finance, Therapeutic Areas, Value & Access, Medical Affairs, and international stakeholders
- Strong understanding of compliance, data privacy, and ethical standards

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
General Management
Место
Португалия
Сайт
Sintra
Company / Legal Entity
PT05 (FCRS = PT005) PT Pharma
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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