

Senior Manager Marketing

Job ID
REQ-10086404
сен 03, 2026
Индия

Сводка

We are seeking a strategic and entrepreneurial marketing leader to drive the growth and market development of Sybrava, a strategic cardiovascular brand with significant potential to transform treatment paradigms and patient outcomes. This role requires a proven marketer with demonstrated success in launching and scaling innovative therapies that demand creation of new treatment paradigms, physician mindset shifts, patient activation, and overcoming willingness-to-prescribe and willingness-to-pay barriers.

The incumbent will be responsible for developing and executing end-to-end brand strategy, building strong scientific conviction among healthcare professionals, translating complex clinical evidence into compelling customer narratives, and creating integrated patient and physician engagement models that accelerate adoption across the treatment continuum. The role carries responsibility for the overall health of the Sybrava business, including stewardship of brand P&L, investment optimization, and partnering cross-functionally to drive achievement of sales, market share, and profitability objectives.

This is a senior individual contributor role with significant strategic influence and visibility across the organization.

Organizational Context

Reporting Structure: Country President → Business Unit Director → Senior Marketing Manager - Sybrava (Individual Contributor).

This role is positioned as a future leadership pipeline role, with Director Marketing being the next career level.

About the Role

Location-Mumbai

Key Responsibilities

- Develop and execute the long-term brand strategy for Sybrava, driving sustainable growth and market leadership.
- Shape and create the market by addressing barriers across diagnosis, treatment initiation, physician adoption, patient activation, and persistence.
- Drive physician mindset change and establish Sybrava's role within evolving treatment paradigms.
- Develop differentiated positioning, value propositions, and customer-centric strategies that address unmet patient and healthcare professional needs.
- Lead annual brand planning, forecasting, portfolio optimization, and performance management activities.
- Identify growth opportunities through customer insights, market analytics, and competitive intelligence.
- Translate market trends, competitive developments, and emerging treatment practices into actionable commercial strategies.
- Build healthcare professional conviction through evidence-based engagement and compelling scientific communication.
- Translate complex clinical data into impactful, patient-centered narratives aligned with the treatment journey.
- Partner with Medical Affairs and field teams to strengthen scientific leadership and healthcare professional education.
- Develop engagement strategies for key opinion leaders, scientific societies, and strategic healthcare stakeholders.
- Design innovative patient activation and engagement programs across clinical, digital, and social media channels.
- Create seamless physician and patient engagement journeys that drive treatment adoption, adherence, and outcomes.
- Lead cross-functional collaboration across Medical, Sales, Market Access, Digital, Commercial Excellence, and Customer Engagement teams.
- Ensure alignment of strategic initiatives, customer experiences, and campaigns with overall brand objectives.
- Drive achievement of sales growth, market share, profitability, and business performance targets.
- Optimize resource allocation and investment decisions to maximize return on investment.
- Ensure compliance with all applicable ethics, governance, risk, and regulatory requirements.

Essential Requirements

- Master of Business Administration or equivalent postgraduate qualification preferred.
- 10 to 12 years of progressive pharmaceutical marketing and commercial experience.
- Proven success launching and scaling innovative or first-in-class pharmaceutical brands.
- Experience in market creation, category development, and demand generation initiatives.
- Demonstrated ability to influence physician behavior change and drive treatment adoption.
- Strong experience developing patient activation strategies across clinical, digital, and social media environments.
- Proven track record overcoming prescribing, access, reimbursement, and affordability barriers.
- Strong strategic marketing expertise with measurable commercial and business impact.
- Ability to convert complex scientific evidence into compelling customer-focused communications.
- Experience partnering with Medical Affairs and Market Access teams to advance scientific leadership and patient access.
- Demonstrated success influencing senior stakeholders and leading cross-functional teams without direct authority.
- Strong strategic thinking, customer leadership, stakeholder management, and commercial acumen.

Desirable Requirements

- Experience within Cardiovascular, Immunology, Oncology, Vaccines, Rare Diseases, or other innovation-driven therapeutic areas.
- Experience leading market-shaping initiatives in emerging or low-awareness disease areas.
- Strong expertise in healthcare professional engagement, scientific storytelling, and patient journey design.
- Advanced knowledge of omnichannel engagement, digital marketing, and customer experience strategies.
- Experience developing and executing reimbursement, access, and market expansion strategies.
- High learning agility with demonstrated success navigating complex and evolving healthcare environments.
- Executive presence with strong enterprise leadership and cross-functional influence skills.
- Experience building long-term growth strategies and leading high-visibility brands with significant business impact.

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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Business Unit
General Management
Место
Индия
Сайт
Mumbai (Head Office)
Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

Accessibility and accommodation

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