

TA Head Eurasia

Job ID
REQ-10087874
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Казахстан

Сводка

TA Head in Eurasia oversees activities of the TA in the country and pipeline product portfolio, ensuring alignment with HQ, International / Region and operational delivery.

This role translates International frameworks into local execution, implements International / Regional brand plans, leads TA Representatives planning & in-field performance and supports execution of pre-launch and launch plans across all line functions (Value & Access, TA, Medical). Through cross functional coordination and oversight, the TA Head supports the maximization of the brand impact.

As part of Country Leadership team, the role is responsible for developing a high-performing promotion teams and building sustainable & enduring relationships with key external stakeholders.

About the Role

Performance and Launch Excellence

- Deliver TA performance, TA budget monitoring, and adherence to Ethics, Risk & Compliance.
- Oversee disciplined lifecycle management for in-market brands and successfully launch line extensions and new products.
- Support launch planning and execution in close alignment with global teams, ensuring clear roles, milestones, and seamless cross-functional and, where applicable, cross-divisional collaboration.
- Continuously enhance TA Representatives effectiveness by refining segmentation, targeting, coverage, and capabilities.

Support International / Regional Brand frameworks

- Manage localized Brand Plans; synthesize market research and analytics to pinpoint short- and long-term opportunities in alignment with global.
- Manage external stakeholders, content, and brand tactics with clear resource allocation and operational alignment; ensure integrated execution across functions.
- Manage brand performance with rigor, including demand inputs to Supply Chain; support global with business reviews and performance cycles to drive course-corrective actions.

Strong partnership/stakeholder management

- Drive or support the implementation of new promotional models in close collaboration with global and crossfunctional teams.
- Develop and strengthen relationships with external stakeholders (e.g. physicians, key accounts, specialty pharmacies, KOL) to support medical and promotional activities in alignment with compliance guidelines.

Promotion and Omnichannel Execution

- Orchestrate cross-functional execution of brand plans, including digital programs, national HCP events, and patient activation, leveraging EE support for logistics and compliance.
- Co-design engagement tactics to ensure regulatory alignment, field readiness, and measurable impact across external stakeholders and patient journeys.
- Track performance through KPIs and dashboards, provide input to ongoing market research, and optimize content and channels based on insights.

Field Operations

- Design and size the TA Representatives structure consistentwith HQ and TA priorities, external stakeholders footprint, and promotional model.
- Prioritize and deploy tactics, allocate resources dynamically, and adjust targeting and investments in response to market changes.
- Oversee in-field execution and KPI performance (e.g., interaction quality, coverage, ICE), make trade-off decisions (share of voice vs. frequency), and engage directly with key external stakeholder groups; coordinate local promotional events.

Leadership & Culture

- Lead and coordinate cross-functional teams to execute priorities.

- Build a high-performance culture, manage recruiting, performance, and coaching; develop critical capabilities and talent pipelines.
- Attract, develop, and retain top talent; strengthen succession plans and capabilities across the country organization.
- Role-model Novartis Leadership Expectations & Behaviors, inspire transformation and performance, and demonstrate self-awareness with a growth mindset.

Operate fully in line with HQ guidance, Novartis policies, ethical standards, and local regulatory requirements, adhere to applicable legislation, SOPs, adverse event reporting requirements, and other relevant compliance obligations

Key performance indicators:

- Portfolio management
- Successful partnerships and alliances
- Digital engagement metrics
- Launch of pipeline products according to business plans. Prepare launches for upcoming products in the therapeutic area pipeline
- Efficient budget management and spend alignment

Education:

- University degree in bioscience or business
- Advanced degree in bioscience, medicine, business, and/or management

Languages:

- English
- Country language desirable

Experience/Professional Requirement:

- Proven track-record of P&L management responsibility
- Experience in leadership positions within the pharmaceutical or life science industry
- Proven promotion management skills, preferably in field
- Launch excellence: leading country-level product launches and line extensions, overseeing brand plans with clear milestones and cross-functional orchestration
- Deep regulatory, market access, and policy fluency
- External stakeholder management: building relationships with KOLs and key accounts
- Data-driven performance management: integrating research and analytics, running rigorous business reviews, and executing timely course corrections and resource reallocation
- Good understanding of digital trends & solutions, technology platform and products
- Leading Transformation: Experiences in leading business and/or organizational transformation processes
- Matrix leadership and talent development: building high-performance, diverse teams; coaching, succession planning, and influencing across complex cross-functional and regional interfaces
- Strong results orientation, and willingness to have extensive involvement in day-to-day operations
- Business partnership, multi-stakeholder collaboration and influencing across matrix

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

Казахстан

Сайт

Kazakhstan

Company / Legal Entity

KZ03 (FCRS = KZ003) Novartis Kazakhstan LLP

Functional Area

Коммерция и общий менеджмент

Job Type

Full time
Employment Type
Regular
Shift Work
No

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