NOVARTIS

TA Representative – Commercial Portfolio Kuwait

Job ID
REQ-10089137
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Кувейт

Сводка

The TA Representative is responsible for executing the in-field commercial strategy for assigned priority brands within a defined territory. The role focuses on high-quality customer engagement, effective execution of brand and tactical plans, generating demand, and delivery of agreed sales objectives, in line with Novartis policies, ethical standards, and compliance requirements.

#LI-Onsite

About the Role

Major accountabilities:

- Execute the ICE field execution framework by segmenting customers, applying value-based targeting, delivering personalized omnichannel engagement, following data-driven call plans, and ensuring timely visit documentation.
- Deliver compliant, high-impact customer engagement by applying approved brand messaging, leveraging digital tools, and continuously improving execution through coaching and performance insights.
- Act as a trusted therapeutic area commercial partner to HCPs, explaining clinical data, evidence, and appropriate product use.
- Maximize technology enablement support systems, e.g. “next best action” proposals, to enhance customer engagement impact.
- Collect, interpret, and share field insights on best practices, customer needs, market dynamics, competitor activity, and territory needs and priorities, to develop actions to address them.
- Participate in or contribute to local events, meetings, and promotional activities in compliance with governance standards.
- Collaborate cross-functionally with TA Marketing, Medical TA, Value & Access, and Execution Excellence partners

Requirements:

- **Degree/education** in relevant discipline.
- **Proven successful performance track record**
- Experience in launching new products is preferred
- Solid experience in **Kuwait** market is preferred.
- **Solid communication skills, analytical skills and presentation skills**
- **Established experience in successfully managing and engaging TMEs**.

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
Sales
Место
Кувейт
Сайт
Kuwait
Company / Legal Entity
KW01 (FCRS = KW001) Novartis Kuwait Limited
Functional Area
Продажи
Job Type
Full time
Employment Type
Regular (Sales)
Shift Work
No

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