

Associate Director, Integrated Insights (Market Research) - Hematology Rare Disease

Job ID

REQ-10001163

Apr 25, 2024

USA

Summary

The Associate Director, Integrated Insights (Market Research), is responsible for leading Insights generation and delivery for assigned assets/projects within the rare disease hematology franchise. This role serves as the “voice of the customer” and translate “customer learning” into actionable recommendations. The individual will be responsible for driving Insights initiatives, develop and implement market research programs and analyses to provide strategic insights, to support business goals. Incumbent must identify issues and opportunities, define, and prioritize information needs, apply market research techniques creatively to answer business questions, and develop and communicate actionable recommendations effectively to all levels of management. This person will be a self-starter, problem-solver, eager to change and ready to challenge status quo. The individual is a skilled influencer and be able to interact with various levels of seniority, within and outside of the hematology Franchise. Location: This position will be located at East Hanover, NJ and will not have the ability to be located remotely. Please note that this role would not provide relocation and only local candidates will be considered.

About the Role

Key Responsibilities

- Identify key business questions to be addressed, and prioritize research resources to support decision making to meet business goals;
- Oversee variety of project types including, but not limited to, patient journey, treatment flow, qualitative or quantitative demand/market share, segmentation, positioning / messaging, future treatment paradigms, etc.
- Synthesize and integrate various data, research and analyses into actionable insights; Communicate insights in the form of compelling stories that deepen customer understanding
- Apply market research techniques creatively to generate market, physician and patient insights; stay on the forefront of data and analytics techniques and capabilities; and leads implementation of new methodologies and best practices
- Develop and nurture positive relationships with the cross-functional teams to define the business problems/business questions

Qualifications

Essential Requirements:

- A minimum of a Bachelor's degree & 6 years of progressive business experience (or An MBA or advanced degree and a minimum of 3 years) is required in relevant areas such as Marketing, Market Research, Quantitative Sciences, Business Analytics, Competitive Intelligence and Business Development,
- Experience crafting and conducting quantitative and qualitative market research across multiple customer groups, including but not limited to physicians, patients, allied health care professionals, pharmacists, and advocacy groups.
- Ability to analyze complex issues, distill information to essential knowledge, develop business-relevant strategic recommendations, and persuasively present to a range of partners.
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Desirable requirements:

- Experience in oncology
- Strong communication skills and storytelling capability
- Strong learning agility to quickly establish a sound understanding of the disease areas and relevant product-specific clinical data.
- Sound business acumen, and ability to validate business assumptions, discuss business and marketing strategies with commercial leads.
- A passion for detail as well as analysis of data from high-level view with the skills to look at the “total picture”.
- Strong ability to “cut through” the noise, validate root cause directly with commercial leads, and strategically sums up context and recommendations.

The pay range for this position at commencement of employment is expected to be between \$166,400 and \$249,600/year; however, while salary ranges are effective from 1/1/24 through 12/31/24, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an “at-will position” and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

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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Division

US

Business Unit

Pharmaceuticals

Location
USA
Site
East Hanover
Company / Legal Entity
U014 (FCRS = US014) Novartis Pharmaceuticals Corporation
Functional Area
Marketing
Job Type
Full time
Employment Type
Regular
Shift Work
No
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