

Associate Director, Commercial Analytics (Hematology Rare Disease)

Job ID

REQ-10001166

Apr 25, 2024

USA

Summary

Associate Director (AD), Analytics and Data Science is a key member of the US Oncology Strategic Data and Digital team and commercial teams. This position is responsible and accountable for the generation of strategic analytical insights for disease portfolio senior management while enabling peers to grow in their analytics competence and self-service capabilities. This position requires deep analytical expertise, the ability to understand the detail of a broad disease portfolio and/or large priority brand/s, their market dynamics and translate them into actionable insights. The Associate director will partner with a variety of collaborators (insights/market research, digital, brand marketing, sales leadership, market research, advanced analytics & forecasting, finance) to build business insights and assure the validity and quality of the analyses. In addition, while working as part of a team of analysts, the associate director also demonstrates the ability to work independently with a proactive approach to meet business needs and deadlines. 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:

- Lead all aspects of Analytics for a hematology disease portfolio and/or large priority brand
- Identify and analytics that uncover business opportunities for the brands.
- Be a point of contact for an indication/tumor for all analytics & insights.
- Develop a comprehensive analytics plan that addresses issues pertaining to our customers: patients, physicians, and payers
- Create demand-based patient driven brand forecasts in coordination with finance, forecasting team and brand teams that incorporate key elements of net sales such as inventory, SP purchasing trends, etc.
- Support development of annual Brand Planning – Situation Analysis, Forecast, Partner Insights, Key Business Questions, Monthly and/or Weekly Performance Monitoring Plans and trackers
- Develop HCP targeting, ensuring compliance with all relevant Novartis policies including appropriate documentation of the specialty inclusion/exclusion process
- Integrate analytics from across the organization, including payer, digital, cross-channel, and others. Synthesize multiple analyses and data sources to identify patterns, trends, root causes, opportunities and threats.
- Partner with the market research/insights team to deliver comprehensive insights driven, strategic recommendations to the disease portfolio that correspond to opportunities and challenges. Partner with visualization and data teams to contribute to the design and improvement of the KPIs for commercial.

- Produce and deliver senior leadership-level presentations working very closely with the team lead

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,
- A minimum of five years of marketing-related analytic experience is required. The successful candidate
- Ability to code and transform data independently with a proactive approach to meet business needs and deadlines
- Strong analytical and critical thinking, Excellent communication and presentation skills with the proven record of effective translation of complex analysis to business solutions, strong project management experience, and the ability to synthesize & simplify input from multiple partners in order to provide recommendations that can impact business.
- Deep understanding of pharmaceutical sales, marketing data sets is required. Prior experience in medical claims data sets (IMS, SDI, Symphony, Flatiron) a plus, as is prior marketing research experience.
- Familiarity with marketing analytics or a decision sciences function and experience with advanced quantitative methods is a strong plus (e.g. segmentation, predictive modeling)
- Experience with statistical computing and data manipulation is a plus. (i.e. R, Python, SAS, Excel, VBA, Alteryx, SQL)

Desirable requirements:

- Experience in oncology
- Working knowledge of machine learning concepts as well as statistical analysis techniques - Supervised & unsupervised learning, regression & classification, e.g. linear/logistic regression, cluster analysis, significance testing, factor analysis, ANCOVA

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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay

connected and learn about suitable career opportunities as soon as they come up:

<https://talentnetwork.novartis.com/network>

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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