

## Senior TA Strategy Lead - Specialty

Job ID  
REQ-10003615

Apr 25, 2024

Japan

### Summary

The TA Strategist is responsible to co-develop IMI TA strategy, localising global IMI strategy to optimize sales, grow market share and revenue for a brand or set of brands in the short and long term.

### About the Role

Major accountabilities:

- Engage with global TA to shape future strategy and ensure Japan market voice is heard
- Engage with International TA to input requirements for pre and post launch from Japan
- Localize strategy to Japan market and set brand priorities to drive TA performance
- Liaise with TA ecosystem leads to ensure that operational requirements are consistent with the strategy
- Drive forecasting of Brand Performance and work with TA Ecosystem leads to estimate cost

to deliver priorities

- Develop deep understanding of the market dynamics in the Therapeutic Area, identifying short and long term opportunities to enhance the brand

Key performance indicators:

- Brand sales and market share

Minimum Requirements:

Education:

- A University level (bachelors) degree; Marketing, Business Administration, Clinical Research, or related field.
- MBA a plus.

Languages:

- English: Business level mandated
- Japanese: Business level mandated

Experience/Professional requirement:

- Experience working cross-functionally and trans-nationally
- Pharmaceutical marketing experiences
- 5-7 years of experience in field sales, related marketing services, brand management and/or medical activities.
- Strong interpersonal skills
- Business planning, analysis, management reporting skills
- Internal cross functional communication and leadership

Competency

- Strong relationship management and natural collaborator
- Experience and capable of managing Global communications
- Strategic, analytical and creative thinking
- Agile mindset

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国

Japan

勤務地

Tokyo

Company / Legal Entity

JP05 (FCRS = JP005) Novartis Pharma K.K.

Functional Area

Marketing

雇用形態

Regular

Shift Work

No

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