

## Therapy Area Head – Cardiovascular

Job ID  
REQ-10069127  
мар 27, 2026  
Индия

### Сводка

As Therapy Area Head for Cardiovascular, you are responsible for a consistent, cross-functional brand strategy shaping and implementation, for all products in the Cardiovascular (CV) Therapy Area (TA).

You will evolve India specific early brand strategies, such as the Integrated Product Strategies (IPS) into a competitive, truly cross-functional launch plan that is fit-for-purpose for India and sets a foundation of launch success for Novartis Assets in CV Therapy Area and contribute to strategic, cross-functional decisions for India with regards to brand strategic initiatives, incl. partnerships, policy shaping, and for launched assets, will monitor and respond to major events and competitive landscape developments.

You will have close interaction with different functions, collaboration with MAP and CE&E teams to shape launch deliverables and CV TA-relevant customer experiences/ journeys and campaigns/ content for India.

You will also lead, manage and develop the overall performance of the CV TAs current and future product portfolio and delivers sales and profits within agreed budgets as well as lead and develop a high-performing sales and marketing team and builds effective and enduring business relationships with key customers/ stakeholders.

### About the Role

#### Major accountabilities:

- Accountable for delivering the CV TA sales, market share, and profitability to meet or exceed budget targets. Defines, develops and oversees short and long-term strategic marketing and sales plans in line with regional & global marketing strategy.
- Monitors market trends, sales and product performance, conducts regular reviews against plans and takes corrective action as required. Drives the growth of the CV TA by establishing growth plans for existing products, effectively manages their life cycle, successfully launches line extensions and new products; establishes and manages effective strategic partnerships.
- Defines, drives and oversees the launch planning and execution of upcoming key launches by ensuring seamless cross-functional and (as applicable) cross-divisional collaboration. Supports strategic portfolio development activities for the business.
- Works with the global, regional to support commercial assessments, new product Launch, forecasting, lifecycle management. Develops and strengthens strategic relationships with customers (e.g. physicians, key accounts, specialty pharmacies, KOLs and payors) to support medical and commercial activities in alignment with compliance guidelines.
- Optimizes sales force performance and return on investment. Enhances sales force capabilities and continues to develop innovative commercial strategies to ensure success in an evolving healthcare environment.
- Partners with other TAs heads and supports in the development of an agile, customer-led digital and customer solutions strategy which meets the evolving needs of the business, our customers and patients. Drives effective, tiered market support to interpret, localise and operationalise launch strategies and deliverables, acting as primary interface and escalation point for India markets. Responsible for the budget and financial performance of the TA.
- Ensures alignment to all Ethics, Risk & Compliance policies and manage key processes. Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt -Distribution of marketing samples (where applicable).
- Successfully lead the TA team, managing all people-management related processes (recruiting, performance management, coaching). Identifies and builds key capabilities, talent pipeline and ensure proper development of assigned people.

#### Minimum Requirements:

- Degree in Life Sciences, Pharmacy, Biomedical or other related discipline.
- People Leadership P&L or Unit Accountability
- Able to understand changing dynamics of Pharmaceutical industry
- Proficient and fluent in English with good interpersonal and communication skills.
- Digital & Technology Savvy

**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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Дивизион  
International  
Business Unit  
Sales  
Место  
Индия  
Сайт  
Mumbai (Head Office)  
Company / Legal Entity  
IN10 (FCRS = IN010) Novartis Healthcare Private Limited  
Functional Area

Коммерция и общий менеджмент  
Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
No

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

### **Accessibility and accommodation**

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to [diversityandincl.india@novartis.com](mailto:diversityandincl.india@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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