

Associate Director, Field Portfolio & Early Assets GTM Analytics

Job ID
REQ-10072688
мар 02, 2026
CLIA

Сводка

Location:
#LI-Hybrid

The Insights and Decision Science (IDS) team enables improved decision-making at Novartis by leveraging data, analytics, and insights to drive enterprise strategy. As the Associate Director, Field Portfolio, Early Asset & GTM Analytics, you will play a critical role in shaping the enterprise-level field go-to-market (GTM) strategy across the pipeline, early assets & overall portfolio

This role operates exclusively at the portfolio and enterprise level, with responsibility for cross-portfolio GTM design, early asset GTM planning, role archetype development, portfolio-wide deployment modeling, cross-TA opportunity assessment, and enterprise-level resource optimization.

The role partners closely with Field Deployment & GTM Analytics within Field Insights & Analytics to ensure seamless alignment between enterprise-level GTM design and brand-level operational execution. This position reports to the Director, Field Insights & Analytics – X Portfolio.

This position will be located at East Hanover, NJ and will not have the ability to be located remotely. This position will require 15% travel as defined by the business (domestic and/ or international).”

About the Role

Key Responsibilities:

Pipeline & Early Asset Planning

- Lead the field GTM planning & overall field assessment process for pipeline assets including resource requirements and structure assessments.
- Work in collaboration with Pipeline & BD&L team (IDS Enterprise & Pipeline Insights & Analytics).

Enterprise GTM Assessment & Portfolio Analytics

- Drive and facilitate enterprise GTM assessments, including scenarios planning, simulation modeling and other GTM analytics, in collaboration with Field Deployment & GTM Analytics team (IDS Field Insights & Analytics).
- Lead and execute portfolio field analytics projects as directed by the Field Leadership Team (FLT)
- Facilitate field role design, framework & archotyping as directed by FLT
- Lead portfolio field evaluation planning and modeling (in partnership with Engage Forward) to execute FLT strategy and vision.
- Drive field resource planning and optimization across the portfolio and field functions.

End-to-End GTM Deployment & Opportunity Assessment

- Lead end-to-end GTM deployment process and modeling for portfolio product archetypes (platform, portfolio-in-a-pill, and rare disease assets).
- Map interdependencies across field roles and teams to ensure seamless execution.
- Lead opportunity assessment across therapeutic areas (TAs).

Essential Requirements:

Education: Bachelor’s degree required; Master of Science or MBA strongly preferred.

- **Minimum 6+ years of experience in the pharmaceutical, biotech, or healthcare industry with a focus on strategic insights, decision science, analytics, and capability development**
- Proven expertise in field analytics, GTM planning, and resource optimization
- Demonstrated success in leading cross-functional teams and driving innovation in field execution and portfolio management.
- Strong background in integrating insights across diverse data sources and aligning them with business priorities.
- Excellent communication and collaboration skills, with experience influencing senior leadership and aligning teams around strategic goals.

Desirable Requirements

- Business Analytics
- Portfolio Planning & Modeling
- Innovation & Change Leadership
- Field Role Rationalization

Novartis Compensation Summary:

The salary for this position is expected to range between \$152,600.00 and \$283,400.00 per year.

The final salary offered is determined based on factors like, but not limited to, relevant skills and experience, and upon joining Novartis will be reviewed periodically. Novartis may change the published salary range based on company and market factors.

Your compensation will include a performance-based cash incentive and, depending on the level of the role, eligibility to be considered for annual equity awards.

US-based eligible employees will receive a comprehensive benefits package that includes health, life and disability benefits, a 401(k) with company contribution and match, and a variety of other benefits. In addition, employees are eligible for a generous time off package including vacation, personal days, holidays and other leaves.

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 \(PDF 30 MB\)](#)

EEO Statement:

The Novartis Group of Companies are Equal Opportunity Employers. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status.

Accessibility & Reasonable Accommodations

The Novartis Group of Companies are 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 application process, or to perform the essential functions of a position, please send an e-mail to us.reasonableaccommodations@novartis.com or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Дивизион

US

Business Unit

General Management

Место

США

Состояние

Remote, US

Сайт

Remote Position (USA)

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

Маркетинг

Job Type

Full time

Employment Type

Regular

Shift Work

No

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