

Brand Manager

Job ID
REQ-10074725
мар 24, 2026
Колумбия

Сводка

#LI-Hybrid

Location: Bogotá, Colombia

Shape the future of healthcare by turning strategy into meaningful impact. As a Brand Manager at Novartis, you will lead brand strategy across the product lifecycle, translating global direction into strong local execution. Working closely with cross-functional teams, you will drive omnichannel engagement, transform insights into action, and deliver sustainable growth that creates real value for patients and the business.

About the Role

Key Responsibilities

- Lead brand strategy across the product lifecycle, integrating global direction with local market insights.
- Design and execute go-to-market and omnichannel engagement models to maximize customer reach and relevance.
- Translate strategy into integrated, compliant campaigns with continuous performance monitoring and optimization.
- Own forecasting, budget management, and key performance indicators to optimize marketing mix effectiveness.
- Generate and apply market, customer, and patient insights to inform strategic and tactical decisions.
- Collaborate with Sales, Medical, Finance, and Customer Excellence to align priorities and execution.
- Anticipate risks and opportunities using data and field insights to drive sustainable brand growth.

Essential Requirements

- Bachelor's degree in Health Sciences, Pharmacy, Medicine, Industrial Engineering, or a closely related field.
- Proven experience in marketing, product management, medical, or market access within the healthcare industry.
- Strong capability to define brand strategy and manage brands across the full product lifecycle.
- Solid understanding of local healthcare regulations, pharmacovigilance, and industry compliance standards.
- Demonstrated ability to use data, forecasting, and performance indicators to drive informed business decisions.
- Experience working cross-functionally with sales, medical, finance, and customer-focused teams.
- Advanced English

Key Performance Indicators:

- Market share & market share growth
- Performance management and employee relations, feedback, meetings, surveys (i.e. Field Force, Marketing capabilities, Global Marketing, Medical Department, Regulatory Department)
- Ensure full compliance to all regulatory requirements

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 \(PDF 30 MB\)](#)

Дивизион

International

Business Unit

General Management

Место

Колумбия

Сайт

Bogota (Pharmaceuticals / GDD / NTO / CTS)

Company / Legal Entity

CO01 (FCRS = CO001) Novartis de Colombia S.A

Functional Area

Маркетинг

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.

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