

Integrated Insights Business Partner

Job ID
REQ-10075573
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Мексика

Сводка

Act as the strategic “front door” for Therapeutic Areas (TAs) and Value & Access (V&A) to translate business priorities into Key Business Questions (KBQs), research needs and analytical outputs, ensuring insights are decision-ready and actionable. The role bridges strategy with execution by orchestrating insight generation (primary/secondary MR, competitive intelligence) and aligning deliverables with the Data, Analytics & Platforms (DAP) pillar for scalable reporting, dashboards and analytics tools.

About the Role

Number of associates: Individual contributor (may coordinate vendors / cross-functional teams) Financial responsibility:

Decision making:

- Prioritizes local insights, analytics requests, dashboards and platform requirements based on business needs, recommending “must-answer” questions for cycles (Business Review/QBRs, Brand Plans, launches, scenario planning).
- Recommends research approaches, data sources and analytical methods aligned with governance and international standards.
- Support insights planning and ensure reuse of existing international research via knowledge platforms before launching new studies.

External/internal stakeholders Interface:

TA & Marketing Heads, V&A Leads, Finance, Customer Excellence, DAP/DDIT, BSI/International Insights Ops, external MR/data vendors.

Impact on the organization

Enables insight-driven decisions for TAs and V&A by delivering integrated market understanding and scenario-based guidance, increasing planning quality, launch readiness and commercial effectiveness, while reducing duplication through reuse of existing knowledge and scalable analytics delivery via DAP.

Major Accountabilities

Insight Generation & Market Understanding

- Lead the integrated insights agenda for assigned TAs
- Generate and synthesize insights from primary/secondary market research and competitive intelligence.
- Drive market research planning: patient journey mapping, segmentation inputs, market sizing, drivers/barriers, ecosystem and payer insights.
- Ensure efficiency by reusing existing international research/knowledge platforms before initiating new PMR; act as facilitator for internationally driven PMR.

Forecasting, Scenario Planning & Growth Opportunities

- Partner with Finance and TAs to build scenario plans, assess growth opportunities, and align on assumptions (“one unified view” across functions).
- Translate strategy into measurable KPIs and define what DAP needs to collect, visualize and monitor.

Orchestration with DAP

- Convert business questions into analytics briefs and requirements for DAP (dashboards, data products, reporting cadences), ensuring clear definition of done and decision use.

Coordinate vendor briefings (MR/data acquisition) in collaboration with TAs and Procurement teams, and ensure timely delivery, quality checks and stakeholder-ready storytelling.

Stakeholder Partnership & Governance

- Maintain strong stakeholder engagement, ensuring transparency of priorities, timelines and trade-offs.
- Operate within Excellence and Execution pillars: enable execution excellence, promoting collaboration and cross functional projects.

Key Performance Indicators

- Decision Enablement: Support key TA / Value & Access decisions (e.g., One Brand Plan, Forecast, Scenario Planning, Launch Readiness) explicitly supported by Integrated Insights outputs.
- Quality of Key Business Questions (KBQs): Proportion of initiatives entering Data, Analytics & Platforms with clearly defined, prioritized KBQs and a documented “decision to be enabled,” minimizing rework and misalignment.
- Adoption of Insights & Recommendations: Insights and recommendations that are adopted or translated into concrete actions by TA / Value & Access stakeholders.
- Forecasting & Scenario Alignment: Level of cross-functional alignment (TA, Finance, V&A) on forecast assumptions, scenarios, and interpretations, measured through reduced iterations and timely cycle completion.

- Execution Bridge Effectiveness (Insights ↔ DAP): Effectiveness in translating business priorities and KBQs into clear analytical briefs, resulting in on-time, fit-for-purpose delivery by Data, Analytics & Platforms teams.

Ideal Background

Education: Business, Life Sciences, Economics, Engineering, Data/Analytics or related. Languages: English + local language desirable. Experience/Professional Requirement:

- Experience in integrated insights, market research, analytics, forecasting/scenario planning in regulated industries.
- Proven ability to translate business priorities into KBQs and decision-ready narratives; vendor coordination is a plus

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

Marketing

Место

Мексика

Сайт

INSURGENTES

Company / Legal Entity

MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.

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.

Accessibility and accommodation

Novartis is committed to work with and provide 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 tas.mexico@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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