ED, Sr Marketing Strategist - Cardiovascular

Job ID
REQ-10075800
апр 15, 2026
США

Сводка

The Executive Director, Sr Marketing Strategist - Cardiovascular will be responsible for shaping and applying a consistent marketing approach to their aligned brand(s), reporting directly into the VP of Marketing Strategy. As an internally and externally recognized expert in multiple marketing domains, this individual will serve as the Single Point of Contact (SPOC) and primary inter-face for Integrated Marketing with the Product GMs. This individual will partner closely with the Product GM to translate product strategy into customer-centric concepts that deliver on key business objectives and priorities, while establishing brand positioning, marketing strategy, and the go-to-market approach.

This role will also be responsible for building effective relationships with the Customer Experience Planning and Optimization team to ensure that the marketing strategy and concepts are effectively orchestrated into customer-centric campaigns, tactics, and experiences. This individual will be required to make efficient strategic decisions, in collaboration with executive leadership often in ambiguity to drive and lead marketing strategy.

About the Role

Key Responsibilities:

· Primary contact with Product GM to drive seamless alignment and consistency between the Product and Marketing functions in service of achieving the defined Product strategy and objectives across the Integrated Marketing and Customer Experience Operations function

· Identify and embed brand-specific end-to-end HCP and patient domain expertise, to inform the go to market approach that drives customer (HCP and patient) behavior change and market performance

· Directly manage and oversee Patient & HCP marketers to drive excellence in developing the lead asset for HCP (e.g., CVA) and patient (e.g., TV ad)

· Share and incorporate knowledge on best practices to inform the integrated marketing strategy, while solving for complex problems often in ambiguity

· Oversee development of marketing strategy, priorities, and activities for one or more segments or channels; drive and measure brand performance; and effectively drive customer engagement across multiple stakeholders that are core to brand success

· Oversee field strategy alignment and coordination with Customer Engagement

· Influence while contributing to a high performing team culture that proactively and effectively interfaces between the pillars and key functions

· Ensure an integrated patient & HCP strategy is defined and delivered for the brand that will achieve the Product strategy and objectives; including resourcing required and budget

· Oversee agency (AoR) selection for marketing and partnering with Operations to maximize agency relationship(s)

· Collaborate with Product and Global teams as appropriate on integrated plan and lead asset(s)

· Manage team members (as assigned) and foster team development

Essential Requirements:

Education (minimum/desirable): Undergraduate required; preferred additional advanced education (MBA or certificates) preferred in related field

Experience:

· Minimum of 10 years of directly related business experience in commercial Marketing in a regulated industry.

· Experience in Pharmaceutical, Healthcare or Therapeutic area preferred

· 5 – 10 years' experience in cross - functional areas such as Marketing, Sales, Market Access, and/or Patient services.

· Experience in driving high performing brands in highly competitive categories within the US; recent launch experience for blockbuster specialty treatments preferred

· Demonstrated experience in utilizing data, insights, analytics, and behaviors into optimizing marketing performance and outcomes.

· Understanding complex brands within a specialty distribution

· Understanding and ability to navigate regulatory, compliance and legal envi-ronment to launch new programs

· Strong cross-functional leadership and ability to collaborate effectively with various stakeholders and teams including Product, Communications, Legal, Regulatory, Compliance and Global; Track record of attracting and developing talent and building high performing teams

Desirable Requirements:

· Therapeutic area Experience, preferred · Experience in all aspects of marketing across the product lifecycle (launch, mature, LOE) preferred

The salary for this position is expected to range between $236,600.00 and $439,400.00 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.

To learn more about the culture, rewards and benefits we offer our people click here.

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:

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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.

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