

## Sr. Insights Manager

Job ID  
REQ-10076209  
Июн. 29, 2026  
Индия  
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### Сводка

As part of the BSI insights and knowledge management team, this position will provide tactical and strategic analyses for a designated product/ portfolio of products within Novartis priority Therapeutic Areas. The incumbent will design, coordinate, and execute projects (primary market research and secondary analysis) to support commercial business decisions as well as identify potential marketplace opportunities. Working collaboratively with Brand Management and other cross functional members to synthesize findings into actionable insights is critical to this role. In addition, she/he will bring a comprehensive outside-in perspective to shape Brand and/or New Product strategies and facilitate decision-making throughout a product(s)' life-cycle via facilitating and consolidating all analytical inputs from other functional teams, such as (but not exclusively), Competitor Intelligence, Brand Analytics, forecasting, field force Analysis & Market Access based Hyderabad and other NOCCs.

### About the Role

#### Major accountabilities:

- Partner with International Brand Teams to provide strategic insights that shape/develop program/brand strategy
- Drive comprehensive outside-in strategic perspective bringing value adding insights on patients, customers, competitors, payers and regulators
- Integrate research, intelligence, analytics and intuition to generate insights that enable fact based decision making
- Lead OneBrand plan Situational Analysis including Unified Patient Journey, development and alignment of Strat Planning assumptions and forecasts
- Support key development decision points (DDP, FDP) with commercial market opportunity assessment, positioning, segmentation for products in new indications
- Design and plan all facets (key Business and intelligence Questions) to enable execution of market
- research, competitive intelligence and analytics based on a sound understanding of the research tools, techniques and datasets Bring localized insights into strategy by collaborating with Regions/CPOs
- Enable assessment of risks and opportunities
- Engage with broader (internal and external) stakeholders to understand and bring insights into treatment pathways, incentives/money flow, market access etc.

#### Minimum Requirements:

- Sound understanding of therapeutic disease area
- 8 years relevant experience acquired at pharmaceutical companies and /or strategic, marketing, or health care consultancy companies.
- Experience in either Market Research/Brand Management/Analytics with a leading pharma company/ solution provider required
- Superior analytical skills – high comfort in using tools (eg Excel) to analyze and visualize data via standard tools/charting methods; ability to effectively present and defend analyses
- Project Management Excellence in facilitation of international, cross functional teams within a high matrix environment
- Demonstrated ability to manage multiple projects simultaneously
- Able to engage and interact effectively with leadership; understand show to read audience and customize approach accordingly
- Deals well with ambiguity / intensity – operates well in a fast-paced environment driven by leadership requests and evolving needs of the franchise
- Accountable: makes things happen; takes responsibility for execution; speaks up and voices opinion

**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  
Marketing  
Место  
Индия  
Сайт  
Hyderabad (Office)  
Company / Legal Entity  
IN10 (FCRS = IN010) Novartis Healthcare Private Limited  
Functional Area  
Маркетинг  
Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
No

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