

## Brand Associate

Job ID  
REQ-10076885  
май 07, 2026  
Панама

### Сводка

Lead the definition and execution of brand and portfolio strategies, with full ownership of marketing planning, lifecycle management, and commercial performance. This role is a core member of the Brand Team, accountable for driving results through strategic thinking, cross-functional leadership, and flawless execution.

### About the Role

#### #LI-Hybrid

This role is based in **Novartis Panama**. Please note that relocation support is not available for this position: only candidates with access to this location should apply.

#### Key Responsibilities

- Own the development and execution of brand strategies and tactical plans, fully aligned with portfolio priorities and business objectives.
- Lead portfolio lifecycle management initiatives, ensuring consistent monitoring of market performance, key KPIs, and brand results.
- Analyze market trends, sales performance, competitive landscape, and commercial data to generate actionable insights and strategic recommendations.
- Drive sales forecasting and demand planning in close collaboration with finance and commercial teams.
- Lead the development, approval, and deployment of promotional materials for the sales force, ensuring compliance with internal processes and standards.
- Act as the main marketing point of contact for cross-functional stakeholders (medical, access, regulatory, finance, commercial partners), ensuring aligned strategy and execution.
- Own budget planning, tracking, and optimization of promotional and tactical investments.
- Lead commercial planning cycles, field force follow-ups, and ongoing performance reviews, proactively identifying risks and opportunities.
- Ensure strong alignment between strategy and execution in the field, acting as the guardian of brand priorities.

#### Essential Requirements

- Bachelor's degree in Marketing, Business Administration, or a related field.
- **Minimum 3 years of experience** in brand management, marketing, or commercial roles with clear ownership responsibilities.
- Proven experience managing brand strategies, portfolio planning, and commercial initiatives.
- Strong analytical capabilities with experience translating data into strategic decisions.
- Ability to manage complexity and lead multiple priorities in a matrix environment.
- Excellent communication, influencing, and stakeholder-management skills.
- English proficiency (intermediate–advanced level).

#### What Will Help You Succeed

- Previous experience in the pharmaceutical, healthcare, or consumer goods industry.
- Strong exposure to cross-functional leadership and end-to-end project ownership.
- Strategic mindset combined with executional excellence.
- High accountability, autonomy, and learning agility.
- Motivation to continue growing into senior marketing or commercial leadership roles.

#### Benefits and Rewards

Read our handbook to learn about all the ways we'll help you thrive personally and professionally <https://www.novartis.com/careers/benefits-rewards>

#### Commitment to Diversity & Inclusion

Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

#### Why Novartis

Helping people living with disease — and their families — takes more than innovative science. It takes a community of smart, passionate people like you. Together, we collaborate, support, and inspire one another to deliver 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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[Read our handbook \(PDF 30 MB\)](#)

Дивизион  
International  
Business Unit  
Finance  
Место  
Панама  
Сайт  
Panama  
Company / Legal Entity

PA13 (FCRS = PA013) Novartis Panama, S.A.

Functional Area

Маркетинг

Job Type

Full time

Employment Type

Regular

Shift Work

No

Job ID

REQ-10076885

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