

# Commercial & V&A Field Excellence Lead

Job ID  
REQ-10077352  
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Румыния

## Сводка

#LI-Hybrid  
Location: Bucharest, Romania

The Commercial & Value & Access Field Excellence Lead drives field performance and execution excellence for assigned Therapeutic Areas or functions by shaping field execution models, performance frameworks and go-to-market approaches. The role serves as the primary Field Excellence interface for Commercial, Sales and Value & Access leadership, ensuring alignment between brand strategy, access strategy and field execution, while applying international Field Excellence standards adapted to local needs.

## About the Role

## Key responsibilities

- Act as the primary Field Excellence partner for Therapeutic Area, Sales and Value & Access leadership, representing field perspectives in planning, execution and performance reviews.
- Lead and coordinate Field Excellence support for assigned TAs or functions, prioritizing activities based on strategic importance and performance needs.
- Own field execution design choices by translating brand, go-to-market and access strategies into clear field execution direction, priorities and success measures.
- Design and recommend optimal field force and Value & Access organization structures, sizing scenarios and resourcing trade-offs using internal and external benchmarks.
- Shape and support go-to-market field models for launches and major cycle changes in line with international and regional guidance.
- Implement HCP tiering and guardrail ICE segmentation processes, ensuring data-driven prioritization using VIP and funnel analytics inputs.
- Define, align and steer commercial and Value & Access field KPIs in accordance with international Field Excellence standards and local strategy.
- Analyze field performance, effectiveness metrics and commercial data to derive insights and support action planning for functional leadership.
- Design and manage field incentive schemes, including quota setting, payout modeling, diagnostics and operational execution.
- Own territory design and alignment operations, including territory mapping, rep allocation, call planning and system implementation.

## Requirements

- University degree in business, life sciences, economics or a related field, fluency in English and local language, with 8–12 years of experience in pharmaceutical or healthcare commercial roles.
- Strong experience in field force effectiveness, commercial excellence, sales strategy or go-to-market planning.
- Proven ability to design and steer field execution models and translate strategy into operational field direction.
- Experience with incentive design, territory alignment and field performance measurement.
- Strong analytical skills with ability to interpret performance data and translate insights into actions.
- Demonstrated experience working in matrixed, international environments.
- Ability to influence senior stakeholders without direct authority and manage trade-offs effectively.
- Structured, data-driven decision-making mindset with high ethical and compliance standards.
- Strong communication and collaboration skills across commercial, access and execution excellence teams.

## Commitment to Diversity & Inclusion:

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

**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?  
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Дивизион  
International  
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Место  
Румыния  
Сайт  
Bucuresti  
Company / Legal Entity  
RO07 (FCRS = RO007) NOVARTIS PHARMA SERVICES ROMANIA S.R.L  
Functional Area  
Маркетинг  
Job Type  
Full time

Employment Type

Regular

Shift Work

No

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