

# Immunology, Neuroscience & Renal Therapeutic Area Head

Job ID  
REQ-10078290  
Июн. 15, 2026  
Аргентина

## Сводка

TA Head leads and manages the overall performance and revenue/profitability of the Immunology, Neuroscience & Renal Business Units in the country and pipeline product portfolio, ensuring strategic alignment and operational delivery.

This role owns go-to market model, leads brand strategy, field force planning & in-field performance and execution of pre-launch and launch plans across all line functions (Access, Commercial/Medical). Through cross functional coordination and KPI-driven oversight, the TA Head maximizes the brand impact and commercial outcomes

As part of Country Leadership team, he/she is responsible for developing a high-performing sales & marketing teams and building sustainable & enduring business partnership /relationships with key customers/ stakeholders.

## About the Role

### Major Accountabilities

#### Performance and Launch Excellence

- Deliver TA performance across sales, market share, and profitability, own TA P&L, budget management, and adherence to Ethics, Risk & Compliance.
- Accelerate growth through disciplined lifecycle management: set growth plans for in-market brands and successfully launch line extensions and new products.
- Lead end-to-end launch planning and execution, ensuring clear roles, milestones, and seamless cross-functional and, where applicable, cross-divisional collaboration.
- Continuously enhance sales force effectiveness and ROI by refining segmentation, targeting, coverage, and capabilities; evolve commercial strategies to stay ahead of market and policy shifts.

#### Brand Strategy Localization and Planning

- Translate global Brand/Product strategy into robust localized Brand Plans; synthesize market research and analytics to pinpoint short- and long-term opportunities.
- Define customer, content, and brand tactics with clear resource allocation and operational alignment; ensure integrated execution across functions.
- Manage brand financials and forecasting with rigor, including demand inputs to Supply Chain; run business reviews and performance cycles to drive course-corrective actions.

#### Strong partnership/stakeholder management

- Drive or support the implementation of new commercial models in close collaboration with cross functional teams to ensure triple win go-to-market strategies for the TA at the local level
- Develop and strengthen strategic relationships with customers (e.g. physicians, key accounts, specialty pharmacies, KOLs and payors) to support medical and commercial activities in alignment with compliance guidelines

#### Marketing and Omnichannel Execution

- Orchestrate cross-functional execution of brand plans, including digital programs, national HCP events, and patient activation, leveraging EE support for logistics and compliance.
- Co-design engagement tactics with Sales to ensure regulatory alignment, field readiness, and measurable impact across the customer and patient journeys.
- Track performance through KPIs and dashboards, provide strategic input to ongoing market research, and optimize content and channels based on insights.

#### Sales Planning and Field Operations

- Shape sales contributions to brand strategy; design and size the field force consistent with TA priorities, customer footprint, and commercial model.
- Prioritize and deploy sales tactics, allocate resources dynamically, and adjust targeting and investments in response to market changes.
- Oversee in-field execution and KPI performance (e.g., interaction quality, coverage, ICE), make trade-off decisions (share of voice vs. frequency), and engage directly with key customer groups; coordinate local promotional events.

#### Leadership & Culture

- Lead and coordinate cross-functional teams to execute strategic priorities.
- Build a high-performance culture, manage recruiting, performance, and coaching; develop critical capabilities and talent pipelines.
- Attract, develop, and retain top talent; strengthen succession plans and capabilities across the country organization.
- Role-model Novartis Leadership Expectations & Behaviors, inspire transformation and performance, and demonstrate self-awareness with a growth mindset.

**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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 Functional Area  
 Коммерция и общий менеджмент  
 Job Type  
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 Employment Type  
 Regular  
 Shift Work  
 No

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