

Senior Manager Marketing

Job ID
REQ-10086404
авг 24, 2026
Индия

Сводка

We are seeking a strategic and entrepreneurial marketing leader to drive the growth and market development of Sybrava, a strategic cardiovascular brand with significant potential to transform treatment paradigms and patient outcomes. This role requires a proven marketer with demonstrated success in launching and scaling innovative therapies that demand creation of new treatment paradigms, physician mindset shifts, patient activation, and overcoming willingness-to-prescribe and willingness-to-pay barriers.

The incumbent will be responsible for developing and executing end-to-end brand strategy, building strong scientific conviction among healthcare professionals, translating complex clinical evidence into compelling customer narratives, and creating integrated patient and physician engagement models that accelerate adoption across the treatment continuum. The role carries responsibility for the overall health of the Sybrava business, including stewardship of brand P&L, investment optimization, and partnering cross-functionally to drive achievement of sales, market share, and profitability objectives.

This is a senior individual contributor role with significant strategic influence and visibility across the organization.

Organizational Context

Reporting Structure: Country President → Business Unit Director → Senior Marketing Manager - Sybrava (Individual Contributor).

This role is positioned as a future leadership pipeline role, with Director Marketing being the next career level.

About the Role

Key Responsibilities

1. Brand Strategy and Market Creation

- Develop and execute the long-term strategic vision for Sybrava.
- Create and shape the market by identifying and addressing barriers across diagnosis, treatment initiation, physician adoption, patient activation, and persistence.
- Drive physician mindset changes & establish Sybrava's role within evolving treatment paradigms.
- Develop differentiated positioning and value propositions that address unmet customer and patient needs.
- Lead annual strategic planning, brand planning, portfolio optimization, forecasting, and performance management.

2. Execution Excellence and Growth Acceleration

- Lead execution excellence and growth acceleration initiatives to maximize asset value and commercial performance.
- Identify growth opportunities through customer insights, market analytics, and competitive intelligence.
- Monitor market trends, competitor activity, and emerging treatment practices, translating insights into actionable strategies.
- Ensure excellence in execution through robust KPIs and performance tracking.

3. Scientific Leadership and HCP Engagement

- Build strong healthcare professional conviction through evidence-based engagement strategies.
- Translate complex clinical and scientific data into practical, compelling, patient-centric messages.
- Develop impactful scientific narratives aligned to the patient journey and treatment continuum.
- Partner closely with Medical Affairs and field teams to drive scientific leadership and education.
- Build engagement plans for key opinion leaders, scientific societies, and strategic healthcare stakeholders.

4. Patient Activation and Omnichannel Excellence

- Develop innovative approaches to patient activation across both in-clinic and digital ecosystems.
- Design patient engagement programs focused on disease awareness, treatment acceptance, persistence, and adherence.
- Leverage digital, social media, and omnichannel channels to improve patient reach and engagement.
- Create seamless physician-patient engagement journeys that support treatment adoption and outcomes.

5. Cross-Functional Leadership

- Serve as the strategic brand champion across Medical, Sales, Market Access, Digital, Commercial Excellence, and Customer Engagement teams.
- Lead cross-functional decision-making and influence stakeholders without direct reporting authority.
- Ensure alignment of all strategic initiatives, campaigns, customer experiences, and customer journeys to the overall brand strategy.

6. Financial and Business Performance

- Accountable for delivering sales growth, market share, and profitability targets.
- Optimize resource allocation to maximize return on investment.
- Support business case development and long-term growth planning.
- Maintain adherence to all ethics, risk, compliance, and governance standards.

Candidate Profile

Experience

- MBA or equivalent postgraduate qualification preferred.
- 10-12 years of progressive pharmaceutical marketing and commercial experience.
- Demonstrated success in launching and building innovative brands requiring:
 - Market creation
 - Physician mindset change
 - Category development & demand generation
 - Patient activation in-clinic & through digital & social media channels
 - Overcoming willingness-to-prescribe barriers
 - Overcoming willingness-to-pay/access barriers
- Strong strategic marketing experience with measurable business impact.

Preferred Therapy Area Experience

Strong preference for candidates with experience in: Cardiovascular, Immunology, Oncology, Vaccines, Rare diseases & other high-science, innovation-driven therapeutic areas

Critical Success Experiences

- Successfully launched and scaled innovative or first-in-class products.
- Built physician adoption for therapies requiring significant behavior change.
- Created demand in underdeveloped or low-awareness disease areas.
- Strong understanding of patient activation strategies both within clinical settings and through digital and social media channels.
- Demonstrated ability to convert scientific evidence into compelling, actionable customer communication.
- Experience partnering with Medical Affairs to develop scientific leadership programs & Access teams to unlock reimbursed channels.
- Proven track record of influencing senior stakeholders and driving cross-functional alignment.

Leadership Competencies

Strategic & Analytical Thinking

Market shaping and category creation, Long-term business planning, Competitive strategy, Customer-centric innovation

Customer Leadership

Deep customer insight generation, Scientific storytelling, HCP engagement excellence, Patient journey design

Enterprise Leadership

Cross-functional influence, Executive presence, Stakeholder management, Agility and resilience, High learning agility

Why This Role is Unique

- Opportunity to lead one of the most strategically important cardiovascular growth brands.
- High visibility with direct exposure to Business Unit and Country leadership.
- Significant strategic responsibility, ability to shape a market.
- Opportunity to combine science, innovation, digital engagement, and patient activation to create sustainable competitive advantage.
- Clear succession pathway towards a future Director Marketing role.

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.
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Business Unit
General Management
Место
Индия
Сайт
Mumbai (Head Office)

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IN10 (FCRS = IN010) Novartis Healthcare Private Limited
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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Novartis is 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 recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@novartis.com 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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