

## TA Representative – Commercial Portfolio Kuwait

Job ID  
REQ-10089137  
Окт. 01, 2026  
Кувейт

### Сводка

The TA Representative is responsible for executing the in-field commercial strategy for assigned priority brands within a defined territory. The role focuses on high-quality customer engagement, effective execution of brand and tactical plans, generating demand, and delivery of agreed sales objectives, in line with Novartis policies, ethical standards, and compliance requirements.

#LI-Onsite

### About the Role

#### Major accountabilities:

- Execute the ICE field execution framework by segmenting customers, applying value-based targeting, delivering personalized omnichannel engagement, following data-driven call plans, and ensuring timely visit documentation.
- Deliver compliant, high-impact customer engagement by applying approved brand messaging, leveraging digital tools, and continuously improving execution through coaching and performance insights.
- Act as a trusted therapeutic area commercial partner to HCPs, explaining clinical data, evidence, and appropriate product use.
- Maximize technology enablement support systems, e.g. "next best action" proposals, to enhance customer engagement impact.
- Collect, interpret, and share field insights on best practices, customer needs, market dynamics, competitor activity, and territory needs and priorities, to develop actions to address them.
- Participate in or contribute to local events, meetings, and promotional activities in compliance with governance standards.
- Collaborate cross-functionally with TA Marketing, Medical TA, Value & Access, and Execution Excellence partners

#### Requirements:

- **Degree/education** in relevant discipline.
- **Proven successful performance track record**
- Experience in launching new products is preferred
- Solid experience in **Kuwait** market is preferred.
- **Solid communication skills, analytical skills and presentation skills**
- **Established experience in successfully managing and engaging TMEs**

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Дивизион  
International  
Business Unit  
Sales  
Место  
Кувейт  
Сайт  
Kuwait  
Company / Legal Entity  
KW01 (FCRS = KW001) Novartis Kuwait Limited  
Functional Area  
Продажи  
Job Type  
Full time  
Employment Type  
Regular (Sales)  
Shift Work  
No

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