NOVARTIS

Sales & Marketing Head (NS)

Job ID
REQ-10089285
Ноя. 23, 2026
Нидерланды

Сводка

The Sales & Marketing Head leads the integrated sales and marketing agenda for a product portfolio, with approximately 60% of the role focused on field sales leadership and 40% on marketing activities. The role manages the sales team, drives high-quality field execution and customer engagement, and localizes and executes the Brand strategy to maximize patient and customer impact. It translates strategic priorities into clear field, brand, and tactical plans; defines the go-to-market model and omnichannel engagement approach; ensures launch readiness and strong in-market execution; and partners cross-functionally to deliver sustainable revenue growth, market share, customer value, and full One Brand Plan execution.

About the Role

Major accountabilities:

Integrated Brand Strategy, Localization & Go-to-Market Model

- Localize and execute the integrated brand strategy, including the One Brand Plan, to achieve revenue, market share, profitability, customer impact, and patient value objectives.
- Define the brand go-to-market model, balancing field deployment, customer coverage, omnichannel engagement, and marketing mix investments in line with International and regional guidance.
- Lead territory structure design, field force sizing, segmentation, tiering, and customer prioritization, supported by Execution Excellence and relevant data-driven tools.
- Own customer and content strategy localization, leveraging International content where appropriate and ensuring alignment with MLR, audience segmentation, and channel guidance.
- Regularly analyze market, customer, patient, competitor, and field insights to refine brand strategy and positioning, customer journeys, and tactical priorities.
- Provide integrated sales and marketing insights to International and regional brandteams across the product lifecycle, including pre-launch, launch, and post-launch phases.

Sales Planning, Field Leadership & Operational Excellence

- Spend approximately 60% of role capacity in field-focused sales leadership, including managing, coaching, and developing the sales team and Area Managers.
- Conduct brand-specific sales planning, territory planning, targeting, prioritization of high-impact tactics, and structured field performance reviews.
- Own field force incentive scheme proposals, call plan adherence, customer coverage guidelines, and resource allocation, leveraging International/Region guidance and Execution Excellence support.
- Ensure field insights are captured regularly and used to maintain customer segmentation, tiering, brand planning, and tactical course correction.
- Oversee KPI-based field execution performance, including meaningful interaction indicators, call effectiveness, sales effectiveness assessments, documented calls, and next best action metrics.
- Make data-driven trade-off decisions, including share of voice, reach, frequency, sales time allocation, and channel mix to optimize brand field impact.
- Ensure accurate sales forecasting, performance projections, field readiness, and timely course correction to deliver brand performance commitments.
- Partner with Execution Excellence for field capability building, coaching effectiveness, and continuous improvement of customer engagement quality.

Marketing, Omnichannel & Brand Execution

- Spend approximately 40% of role capacity on marketing activities, including brand planning, tactical execution, content localization, omnichannel campaigns, and customer journey optimization.
- Translate brand strategy into clear tactical plans with measurable KPIs, resource allocation, and aligned field execution requirements.
- Lead execution of marketing-led activities, including digital campaigns, omnichannel programs, content deployment, patient activation initiatives where applicable, and national HCP events.
- Co-design HCP engagement tactics with the sales team, ensuring regulatory alignment, field readiness, clear messaging, and effective use of approved content.
- Partner with Execution Excellence for campaign logistics, capability building, customer journey insights, content tagging, MLR process discipline, and performance optimization.
- Partner with International/Regions at handshake meetings to exchange insights and learnings on content, campaigns, call planning, and channel mix, and to agree course corrections for the next cycle.
- Engage directly with key brand customers, decision-makers, and influencers; represent the brand in local events, customer meetings, and promotional activities.

Cross-Functional Leadership & Stakeholder Engagement

- Lead the integrated brand brand/commercial team, activating a high-performance mindset and fostering enterprise collaboration across Sales, Marketing, Medical, Value & Access, Execution Excellence, Finance, and other partners.
- Ensure effective integrated insights generation by combining customer, field, market, patient, and competitive perspectives into brand decision making.
- Drive launch readiness and performance reviews with cross-functional teams, ensuring clear ownership, aligned priorities, and execution excellence.
- Coordinate local brand events and HCP engagement activities in alignment with brand strategy, field needs, and compliance requirements.

- Foster an outside-in culture, ensuring external and competitive insights inform both brand strategy and field execution.

Leadership & Culture

- Lead, coach, and develop Area Managers and brand-dedicated sales teams to elevate performance, capability, accountability, and customer engagement quality.
- Build a high-performing, inclusive culture across sales and marketing activities, with clear goals, coaching, ongoing development, and a strong growth mindset.
- Attract future-ready talent, strengthen succession planning, and build commercial capabilities across field leadership, brand execution, omnichannel, and customer engagement.
- Lead by example with Novartis Leadership Expectations, encouraging transformation, strong performance, ethical customer interaction, and continuous improvement.
- Promote accountability, learning, integrity, and disciplined execution across both field and marketing activities.

Governance, Compliance & Integrity

- Ensure all brand related sales activities comply with company standards, local regulations, and ethical guidelines.
- Promote a strong speak up culture and role model Novartis Leadership Expectations
- Guarantee disciplined execution of sales processes, documentation, and customer interaction standards.

Key performance indicators:

- Delivery of brand sales objectives, market share, growth, and brand performance versus plan.
- Effective implementation of brand segmentation, tiering, coverage plans, engagement frequency, and field resource deployment.
- Quality and impact of field interactions, including coaching days, call effectiveness, documented calls, next best action metrics, and sales effectiveness assessments.
- Brand plan execution rate and quality of omnichannel touchpoints, including content utilization, customer journey execution, channel adoption, and ICE KPIs.
- Launch readiness reviews, launch performance, and on-time delivery of brand-specific tactical and promotional activities.
- Accuracy of sales and brand forecasting, A&P budget discipline, and reliability of performance projections.
- Customer engagement metrics, including reach, frequency, consent rates, targetbased content usage, iCVA usage, and meaningful interaction indicators.
- Quality and impact of integrated insights feeding brand strategy, field execution, customer segmentation, and tactical course correction.
- International content re-use ambition rate, minimized local content adaptation where appropriate, and content tagging in line with guidance.
- Strength of commercial talent pipeline, capability uplift, coaching effectiveness, engagement, and retention of key talent.
- Compliance with regulatory and company standards, zero major compliance findings, and consistent process discipline across field and marketing activities.

Ideal Background

Education:

- University degree in business, life sciences, economics, or related fields.
- Advanced degree (MBA or relevant postgraduate qualification) is beneficial but not required

Languages:

- English
- Country language required

Experience/Professional Requirement:

Relevant Experiences

- **Proven commercial experience across sales and marketing** in pharmaceutical/biotech or healthcare, including field leadership and brand/tactical planning.
- Strong track record in **sales leadership**, ideally including management of Area Managers and field teams, with direct people leadership experience required.
- Experience in **brand strategy, tactical planning, omnichannel engagement, customer segmentation**, tiering, and go-to-market model design.
- Proven ability to deliver strong commercial performance, including launches, growth, field execution, customer engagement, and brand plan implementation.
- Experience engaging with external stakeholders, including HCPs, key accounts, KOLs, and patient organizations where relevant, and translating insights into strategic action.
- **Hands-on sales planning**, targeting, territory design, field force sizing, forecasting, and field performance management.
- **Strong cross-functional collaboration** experience with Medical, Value & Access, Execution Excellence, Finance, Supply Chain, regional and international teams.

Functional Skills

- **Strong analytical and data-driven decision-making skills**, including market analysis, segmentation logic, KPI interpretation, forecasting, and campaign performance insights.
- **Excellence in field execution management**, including performance tracking, coaching on in-call effectiveness, customer coverage, and operational trade-off decisions.
- **Strong capability in brand strategy and tactical planning**, including One Brand Plan localization, marketing mix choices, customer journey design, and launch readiness.
- **Ability to design and optimize omnichannel customer engagement plans**, including channel mix, content utilization, customer segmentation, and field integration.

- **Financial and business planning skills**, including budget stewardship, A&P management, sales forecasting, brand forecasting, and contribution to incentive model proposals.
- **AI Proficiency:** Ability to leverage AI-driven sales and marketing tools and predictive analytics to optimize field resourcing, customer engagement, content effectiveness, resource utilization, and revenue growth.

Leadership capabilities & Mindset

- **People leadership excellence:** coaching field teams, developing talent, building successor pipelines, and fostering performance, inclusion, and integrity.
- **Strategic and decisive leadership**, with the ability to prioritize across field execution and marketing activities while navigating ambiguity with confidence.
- **Enterprise mindset and cross-functional influence**, building alignment across Sales, Marketing, Medical, Value & Access, Execution Excellence, and regional/international stakeholders.
- **Role model for compliance, integrity, and ethical customer engagement.**
- **High accountability, customer/patient focus, learning agility, and growth mindset**, with continuous improvement orientation across both field execution and strategic brand planning.

Benefits & Rewards

At Novartis, we're committed to reimagining medicine together - and rewarding the people who make it happen.

Expected Annual Base Salary Range for role: EUR 79.800 - 148.200

The base salary offered is determined based on gender-neutral objectives, such as relevant skills, competencies and experience in accordance with the Novartis pay setting policy and upon joining Novartis will be reviewed periodically.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters.

The rewards of being part of our team go far beyond base pay and incentives. We also offer a variety of competitive benefits in kind to help you thrive personally and professionally, such as insurance plans, retirement plans, wellbeing resources and global recognition programs. In addition, we provide flexible and hybrid working options, where possible, and minimum 14 weeks paid parental leave.

Read our brochure to learn more about our global total rewards offering:

https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf

Note: Benefits and compensation may vary by country and are subject to local legal requirements, including provisions of collective bargaining agreements where applicable. A full overview of your compensation package, including any relevant collective bargaining agreement details applicable to your role based on your employment location and Novartis employer entity, will be communicated separately to you during the application process.

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.
Read our handbook (PDF 30 MB)

Primary location salary range
€79,800.00 - €148,200.00
Дивизион
International
Business Unit
General Management
Место
Нидерланды
Сайт
Amsterdam
Company / Legal Entity
NL08 (FCRS = NL008) Novartis Pharma B.V.
Functional Area
Продажи
Job Type
Full time

Employment Type
Regular (Sales Manager)
Shift Work
No

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