

## CRM & Immunology TA Head

Job ID  
REQ-10091034  
Окт. 27, 2026  
Украина

### Сводка

As an Associate Director for this brand, play a pivotal role enabling a successful launch and its new indications, driving brand performance within core markets and sets a foundation of launch success for next blockbusters.

As a TA head leads and develops a high-performing sales and marketing team and builds effective and enduring business relationships with key customers/stakeholders.

Typically leads a very small country revenue organization, covering both sales and marketing activities, with responsibility to drive performance and develop operational strategy of a specific product portfolio.

### About the Role

#### Major accountabilities:

- Accountable for delivering the TA sales, market share, and profitability to meet or exceed budget targets.
- Defines, develops and oversees short and long-term strategic marketing (and sales) plans in line with regional & global marketing strategy.
- Monitors market trends, sales and product performance, conducts regular reviews against plans and takes corrective action as required.
- Responsible for the budget and financial performance of the unit.

#### (Launch and Execution)

- Lead the launch readiness strategic plan of current and future brands in the key markets/regions.
- Drive country brand performance discussion and assess excellence in execution within prioritized markets, leveraging standardized KPIs across TAs.
- Active monitoring of key market events, HCP insights and competitive landscape to aid creating robust strategies and tactics.
- Develop & implement a cross-functional TL (thought leader) engagement strategy for the launch of new indications
- Accountable for overall commercial budget and alignment with cross functional team.
- Build a cross-functional "One Brand Plan" derived market opportunity assessment, stakeholders value drivers, competitive assessment and integrated insights.
- Lead without direct authority a "one-team" cross functional mindset role-modelling clear expectations on focused prioritization for co-created with priority markets and cross functional partners.
- Continuous engagement with priority markets and Regions to provide guidance on the strategic direction and collect external insights.
- Active and influencing collaborator to pipeline teams on behalf of commercial providing input into early commercial opportunities, clarify best clinical development plan that leads to optimal value.
- Provide strategic input into clinical development plan at the GPT meetings to ensure a path to commercialization for future indications and pipeline assets.
- Key member of critical strategic boards that evaluate business development opportunities, assess and refine strategies, and optimize LCM (eg. RDC).
- Ensure strong leadership and guidance on all commercial execution excellence requirements, ICE, field execution, FF messaging, targeting, call plan etc...
- Ensure adherence to all internal, external codes and ethics requirements.
- Ensures alignment to all Ethics, Risk & Compliance policies and manage key processes.
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt.
- Distribution of marketing samples (where applicable)

#### Key performance indicators:

- Maximization of launch readiness and portfolio value/ growth of key assets for key markets
- Financial & Business results (Revenue growth, Profitability, Market share)
- Strategy/Market Focus (Resource allocation, Long-term BU strategy and planning, Market access effectiveness/impact, Novartis market reputation)
- Operational Excellence (Delivery against development milestones, Product launch success)
- People, Capabilities, and Management (Our Voice survey, Talent development, talent acquisition, Culture, D&I KPIs, Succession Plans strength, High profile turnover, Code of Ethics)

**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 \(PDF 30 MB\)](#)

Дивизион  
International  
Business Unit  
General Management  
Место

Украина  
Сайт  
Київ  
Company / Legal Entity  
UAP0 (FCRS = CH024) NOPH SERVICES UKRAINE  
Functional Area  
Коммерция и общий менеджмент  
Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
No

Job ID  
REQ-10091034

### CRM & Immunology TA Head

[Apply to Job](#)

Job ID  
REQ-10091034

### CRM & Immunology TA Head

[Apply to Job](#)

---

**Source URL:** <https://www.novartis.ru/careers/career-search/job/details/req-10091034-crm-immunology-ta-head>

#### List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. [https://www.novartis.com/sites/novartis\\_com/files/novartis-life-handbook.pdf](https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf)
3. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Kyiv/CRM---Immunology-TA-Head\\_REQ-10091034](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Kyiv/CRM---Immunology-TA-Head_REQ-10091034)
4. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Kyiv/CRM---Immunology-TA-Head\\_REQ-10091034](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Kyiv/CRM---Immunology-TA-Head_REQ-10091034)