

# Market Research Manager

Job ID  
REQ-10042117  
Feb 26, 2025  
Indien

## Summary

-Responsible to work directly with the business to better understand their needs as it pertains the primary and secondary market research, forecasting, field force sizing, segmentation, targeting, analytics etc. Act as a conduit between the business and Global Business Services (GBS) in facilitating support activities. Determine business requirements and then contract the services of GBS to perform the required work. Serve as a point of validation ensuring the GBS output meets local needs.

## About the Role

### Location – Hyderabad

#### About the Role:

Be part of a leading healthcare primary market research team working with brand teams across the globe, as part of Novartis' longer term strategic plan, to bring a new innovative product to those in need.

This leadership role provides the opportunity to work in collaboration with global and regional brand teams, brand insight teams and marketing teams spanning the full suite of Novartis products throughout their lifecycle stages. Role is critical to business growth and launch impact across pre-launch and growth brands.

#### Key Responsibilities:

- Plan and design market research analyses based on a sound understanding of the research tools, techniques, datasets, and resources available and their use at various stages of the 'product life-cycle'
- Have the functional knowledge of and experience using statistical methodologies and analytical models
- Provide effective guidance to planning of studies, including research material design
- Input and guide report structure to illustrate complex analysis in user friendly and easy to digest way
- Provide alternative proposals/different approaches and suggestions for optimization of approach and alignments with other studies performed or planned. Implement and complete studies on local, regional & global level
- Assist line manager/ MR LT with delivery of financial targets for MR. Deeply understand customer needs and promote MR service development
- Meet important metrics tied to performance to contribute to overall financial and department success

#### Essential Requirements:

- 7-8 years work experience in market research / specialist agencies. Significant experience of driving small and large multi-country MR studies.
- Experience in working across regions and within a commercial, market research team, responsible for

managing projects end to end

- Preferred: Knowledge of the disease areas within the Pharma sector, with strong presentation skills
- University degree BA/BS/MA degree in business, statistics/mathematics, medicine, sciences, health economics, sociology, psychology.
- Fluency in English, superior written composition skills

**Desirable requirements:**

- Ability to communicate optimally and to have a persuasive and credible presentation style
- Strong intuition for business and solution-orientation approach. Experience in remote relationships (on-shore/off-shore capability delivery).

**Commitment to Diversity and Inclusion:**

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

**Accessibility and accommodation:**

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](mailto: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

**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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Division

Operations

Business Unit

Innovative Medicines

Standort

Indien

Site

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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