

# Head - Key Account Management

Job ID

REQ-10043607

Mar 09, 2025

India

## Summary

The National Key Accounts Head (Government Institutional Business) is responsible for driving business growth by managing and expanding relationships with government institutions, public sector undertakings (PSUs), and large healthcare organizations. This role involves strategic planning, tender management, business development, and ensuring seamless execution of government contracts.

## About the Role

Key Responsibilities:

### 1. Strategic Planning & Business Development:

- Develop and execute a national strategy to grow institutional business with government entities such as central and state health ministries, public hospitals, defense, railways, and ESI hospitals.
- Identify new business opportunities, assess market trends, and establish partnerships with key stakeholders in the government healthcare sector.
- Work closely with internal functions (marketing, sales, regulatory, supply chain etc.) to align business objectives with institutional requirements.

### 2. Tender & Contract Management:

- Lead the end-to-end process for government tenders, rate contracts, and bulk supply agreements.
- Ensure timely submission of bids, compliance with regulatory requirements, and price competitiveness.
- Monitor contract execution and fulfilment, resolving any operational challenges.

### 3. Key Account Management & Relationship Building:

- Maintain strong relationships with key government officials, procurement officers, and decision-makers in health departments, public hospitals, and other institutional buyers.
- Represent the company in government meetings, industry associations, and healthcare policy discussions.
- Build trust and long-term partnerships to secure repeat business and preferred supplier status.
- Creates and implements programs designed to build long-term relationships with Accounts
- Develop deep understanding of the customer organization, structure, business strategy and priorities.

### 4. Revenue Growth:

- Drive revenue based on assigned targets and ensuring profitability from institutional business.
- Monitor and analyse performance, identify gaps, and implement corrective actions.

- Leads negotiations, contracting, payment terms, formulary management and commercial agreements with government bodies/ assigned Key Accounts

#### 5. Regulatory & Compliance Management:

- Ensure adherence to government procurement policies, pricing regulations, and statutory requirements.
- Liaise with internal compliance and legal teams to navigate complex government regulations.
- Stay updated on policy changes impacting pharmaceutical procurement in the public sector.

#### 6. Cross-functional Collaboration & Operational Excellence:

- Work closely with supply chain and logistics teams to ensure smooth product delivery and inventory management for government contracts.
- Leads cross-functional Account teams and other assigned resources to develop and deliver Account business plans.
- Collaborate with internal Integrated Health Solutions functions to develop initiative catering to government healthcare programs.
- Train and mentor the institutional team to enhance their effectiveness in handling government business.

#### 7. People Management and Development:

- Acts as mentor to other Key Account Managers and their first line managers by sharing best practices, inspiring and guiding them to accomplish common goals.
- Builds team and foster a spirit of collaboration and mutual respect among team members.
- Identify and nurture individual team members' talents and skills, as well as the capability to provide constructive feedback for improvement.

#### Qualifications & Experience:

- Education: Bachelor's degree in Pharmacy, Life Sciences, or Business Administration. MBA or equivalent is preferred.
- Experience: 12-18 years in institutional sales/key account management, with a strong focus on government business in the pharmaceutical industry.
- Industry Knowledge: Deep understanding of government procurement processes, tendering, and institutional business models in healthcare.

#### • Skills:

- Strong negotiation and relationship management skills.
- Knowledge of government policies, pricing structures, and regulatory frameworks.
- Ability to analyze market trends and drive data-driven decision-making.
- Internal and External Stakeholder Management skills
- Excellent communication, leadership, and strategic thinking abilities.
- Capable of identifying, analyzing, and resolving work-related problems, making decisions that benefit everyone involved.
- Must have the ability to organize workflow, delegate responsibilities, and ensure the completion of tasks within set timeframes.
- Ability to set clear expectations, measure and monitor team member performance, and provide timely and useful feedback.
- Understanding and handling own and others' emotions, demonstrating empathy, and building effective interpersonal relationships at work.

- Able to manage individuals with diverse backgrounds and adapt management style to meet the needs of different individuals.
- Ability to lead and manage change in a positive and inclusive manner.

#### Key Performance Indicators (KPIs):

- Revenue growth from government institutional business.
- Number and value of tenders won.
- Relationship strength with key government stakeholders.
- Compliance with tender requirements and contract fulfilment.
- On-time execution of government orders and payment collections.

#### Reporting Structure:

- Reports to: Head - Integrated Health Solutions
- Direct Reports: Zonal Key Account Managers & Institutional Services Manager

#### Key Words:

- Account Management.
- Accountability
- Matrixed Collaboration
- Commercial Excellence
- Competitive Intelligence
- Complexity Management
- Compliance
- Crm (Customer Relationship Management).
- Customer Engagement
- Enterprise Sales
- Ethics
- Healthcare Sector
- Integrated Marketing.
- Market Development.
- Problem Solving Skills
- Revenue Growth
- Sales Strategy.
- Selling Skills
- Strategic Leadership
- Value Propositions
- Process Education
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#### Language :

- English.

**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?

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Division

International

Business Unit

Universal Hierarchy Node

Location

India

Site

Mumbai (Head Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Alternative Location 1

Mumbai (Office), India

Functional Area

Sales

Job Type

Full time

Employment Type

Regular

Shift Work

No

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

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