

# Commercial Excellence Manager

Job ID  
REQ-10027928  
Feb 04, 2025  
Hungary

## Summary

Location: Budapest, Hungary. (Hybrid)

The Commercial Excellence Manager is a part of the Digital & Data-driven Decision Making Team, accountable to optimize brand performance by partnering with and supporting business in data-driven insights generation, decision making and commercial excellence activities. The role should be a driving force of a commercial excellence mindset within the organization, ultimately ensuring an optimized investment of our resources. The role provides thought partnership to the Therapeutic Areas, promoting innovation, and smart risk-taking to uncover new business opportunities. The Commercial Excellence Manager also plays a key role in field/performance management, go-to-market model development and the continued development of data-driven decision-making across the Innovative Medicines (IM) Organization.

Reporting to the Head of Business Excellence & Execution in Hungary.

## About the Role

### Your Key Responsibilities:

Your responsibilities include, but not limited to:

- Partner with Therapeutic Areas (Business Units) to enhance the performance of our priority brands through a commercial excellence lens. Challenge and support the business by bringing a deep market understanding, providing business insights, data analytics and tools to ensure we invest our resources in the most efficient way. Support problem-solving originating with business.
- Consult with business to optimize and innovate our go-to-market models and define our commercialization strategy, to ensure optimal customer coverage.
- Support field/performance management, the expansion of our omni-channel engagement approaches and the continuous evolution of data-driven decision making across the Innovative Medicines Organization.
- Bring a spirit of innovation and smart risk-taking to uncover new and exciting opportunities for our business.
- Collaborate within the Data-driven Decision Making Team and cross-functionally to implement key commercial excellence projects.
- Help further develop the analytical tools & approaches we need; experiment with GenAI technologies where applicable to boost operational efficiency. Build familiarity with our key reporting and data platforms, e.g. Veeva CRM, PowerBI, etc.
- Represent Hungary in regional commercial excellence working groups to secure a bi-directional exchange to drive learning.

- Manage project budgets as applicable and lead relevant vendor negotiations.

### Essential Requirements:

- Education: Master's degree in business administration, economics, data/statistics or similar degree. (MBA nice-to-have).
- Min. 5 years of experience in Commercial Excellence and /or Marketing and Sales Operations from Pharma.
- Proficient English and Hungarian, both written and spoken.
- Team player
- Strong stakeholder engagement.
- Deep expertise in analytics (tools and methods), business insights management and digital technologies and understanding of the Hungarian healthcare data landscape (e.g. IQVIA, NEAK, etc.).
- Digital / Omnichannel Marketing.

### Desirable Requirements:

- Power BI SQL experience and generative AI experience.
- Previous Commercial Excellence experience.

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Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together?

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Division

International

Business Unit

Innovative Medicines

Location

Hungary

Site

Budapest

Company / Legal Entity

HU02 (FCRS = HU002) Novartis Hungary

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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