

# Marketing Director Breast Cancer

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REQ-10081624  
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## Сводка

At Novartis, we combine science and empathy to develop innovative therapies that bring hope to people living with cancer and their loved ones. The Marketing Director Breast Cancer Canada plays a critical leadership role in shaping the future of breast cancer care by translating insights into impactful commercial strategies. This leader sets direction, drives performance, and mobilizes cross-functional teams to deliver strong business results and meaningful patient impact. This is an opportunity for a strategic and people-focused leader who can inspire teams, challenge the status quo, and drive sustainable growth across Canada.

## About the Role

### #LI-Hybrid

**Location:** Toronto, Ontario

This role is based in Toronto, Canada. Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

**This job posting is for an existing position**

## Key responsibilities:

- Define and lead the breast cancer brand strategy, growth priorities, and strategic choices aligned with global and regional direction
- Build deep understanding of the breast cancer landscape, including patient needs, customer segments, treatment pathways, and competitive dynamics
- Translate strategy into execution through annual planning, product launches, omnichannel campaigns, and patient initiatives
- Own brand performance including forecasting, P&L, budget management, KPI tracking, and business course correction
- Lead and mobilize cross-functional teams across Sales, Medical, Access, Finance, and external stakeholders to ensure execution excellence
- Drive strong customer engagement strategies and go-to-market models rooted in data and insights
- Develop and lead a high-performing marketing team, fostering a culture of accountability, curiosity, and collaboration
- Ensure compliance with company standards while driving innovation and digital transformation initiatives

## Essential Requirements:

- Experience in the biopharmaceutical or healthcare industry
- Proven commercial experience across the full brand lifecycle (pre-launch, launch, and growth phases).
- Advanced capability in brand strategy, segmentation, and omnichannel marketing.
- Strong track record of driving brand performance, including forecasting and P&L management
- Demonstrated leadership experience with direct people management and talent development
- Experience working cross-functionally with Medical, Sales, Access, and other key functions
- Strong stakeholder engagement experience, including HCPs, KOLs, and patient organizations
- Strong analytical and operational planning skills, including budgeting and forecasting
- AI proficiency, leveraging AI-driven tools and analytics to optimize customer engagement and business outcomes
- Fluent in English

## Desirable Requirements:

- Advanced degree in marketing (MBA or relevant postgraduate qualification)
- International or regional experience within a matrix organization

**At Novartis Canada,** we are determined to be a valued partner and advocate, with a deep understanding of patient needs along the entire care journey – from drug development, to diagnosis, to access and beyond. Part of the way we are doing this is by leveraging data, technology, and partnerships.

**Research & Development:** we focus on four core therapeutic areas: Cardiovascular, Renal & Metabolic, Immunology, Neuroscience and Oncology. We also develop and deliver treatments through other promoted and established brands, which today are helping millions of patients. Over the last three years, our average annual research and development investment in Canada was over \$30 million, and we conduct clinical trial research in every region throughout Canada.

**Commitment to Diversity and Inclusion:** Novartis is committed to building outstanding, inclusive work environment and diverse team's representatives of the patients and communities we serve.

**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  
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Company / Legal Entity  
CA04 (FCRS = CA004) NOVARTIS PHARMA CANADA INC.  
Functional Area  
Маркетинг  
Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
No

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