NOVARTIS

Salesforce Technical Architect

Job ID
REQ-10055209

10   27, 2025

Mexico

The Technical Architect is responsible for architecting new solutions within Marketing Cloud. The Technical Architect will gather all requirements, design the solution, and coordinate the build and QA of the solution

The Technical Architect is responsible for recommending solutions within Marketing Cloud. The Technical Architect will work with Novartis Technical teams to build the solution per the agreed upon blueprint/requirements including any out of the box configuration, custom code (e.g., AMPScript, JSON, etc) and will serve as the general technical expert on the platform.

About the Role

#LI-Hybrid

Location: Mexico City

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

The Salesforce Technical Architect designs and supports business solution implementations, specializing in Salesforce Marketing Cloud Engagement. This role involves understanding business needs, translating them into aligned solutions, and ensuring seamless end-to-end implementation. Working closely with stakeholders and delivery teams, the Salesforce Technical Architect optimizes campaign operations, resolves technical and data concerns, and guides projects through successful execution. They serve as a trusted advisor, leveraging technical and strategic expertise to deliver scalable solutions that meet business objectives.

Key Responsibilities

• Collaborate with stakeholders, functional teams, product teams, and technical experts to define campaign requirements, ensuring solutions align with business objectives and industry best practices.

• Design scalable, secure, and compliant Marketing Cloud solutions that deliver high performance and reliability across enterprise systems.

• Support implementations of new capabilities and features effectively.

• Lead workshops to drive functional and technical clarity, guiding teams on solution design, testing, and deployment processes.

• Facilitate the deployment and optimization of multi-channel campaigns—Email, Web, SMS—ensuring operational efficiency and attention to detail.

• Handle real-time triggered journeys, automation workflows, and complex queries to support seamless data integration into campaigns.

• Identify, manage, and resolve risk areas in solutions, ensuring issues are addressed proactively and thoroughly.

- Act as a trusted advisor for brand teams to shape campaign optimizations aligned with organizational goals.

- Collaborate with technical teams on integration needs, debug issues, and ensure smooth post-deployment operations for delivery teams.

- Support Data Cloud implementation for segmentation and deliverability optimization, while mentoring teams in best practices and technical execution.

Education

- BTech / Masters in Technology or Masters in Business Administration.

Experience

- 5 to 10+ years of hands-on experience in Salesforce Marketing Cloud Services

Skills & Qualifications

- Active Salesforce certifications (e.g., Marketing Cloud Admin, Marketing Cloud Consultant) are required.

- Proven experience architecting enterprise-level SFMC solutions, with strong expertise in Salesforce Marketing Cloud (SFMC) and Journey Builder.

- Understanding of systems architecture and ability to design scalable, performance-driven solutions.

- Beneficial to have a good level of understanding of the Salesforce product suite.

- Ability to lead customer expectations and negotiate solutions to sophisticated problems with both customers and product teams.

- Strong diagnosis and technical issue resolution abilities.

- Excellent verbal and written communication skills, with the ability to explain technical details to non-

technical stakeholders.

- Creative, out-of-the-box thinking.

- Familiarity with GDPR and other data protection regulations.

- Experience in the pharmaceutical or healthcare industry and familiarity with other Salesforce products.

- Ability to work closely with Delivery Managers, other Salesforce Technical Architects, and brand teams to architect solutions that meet business needs.

- Adaptability to new-generation technologies and trends (Gen AI and Agentic AI) is an added advantage.

Commitment to Inclusion

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

Novartis is committed to work with and provide 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 tas.mexico@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

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: https://talentnetwork.novartis.com/network
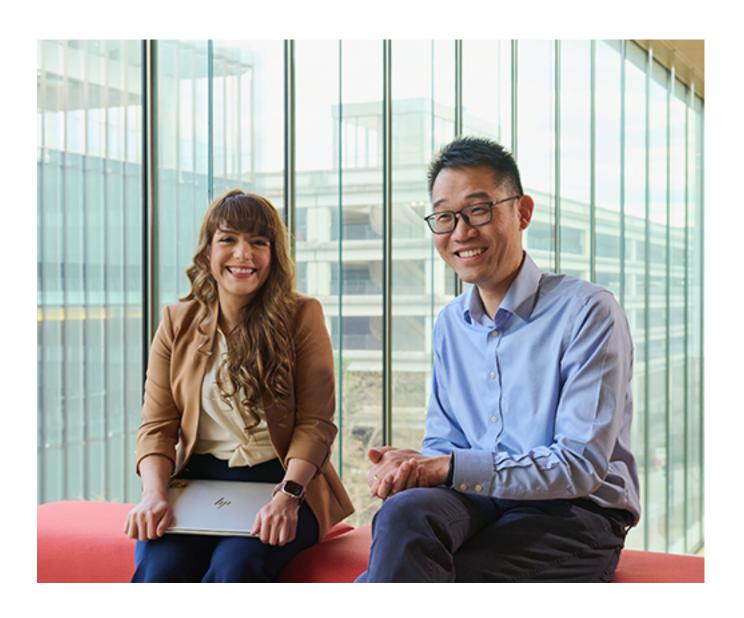
Benefits and Rewards: Read our handbook to learn about all the ways we'll help you thrive personally

and professionally: https://www.novartis.com/careers/benefits-rewards

US

Business Unit
Universal Hierarchy Node

Mexico

INSURGENTES

Company / Legal Entity
MX06 (FCRS = MX006) Novartis Farmacé utica S.A. de C.V.

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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Ajustes de accesibilidad

Novartis tiene el compromiso de trabajar y proporcionar adaptaciones razonables para personas con

discapacidad. Si, debido a una condición médica o discapacidad, necesita una adaptación razonable para cualquier parte del proceso de contratación, o para desempeñar las funciones esenciales de un puesto, envíe un correo electrónico a tas.mexico@novartis.com y permítanos conocer la naturaleza de su solicitud y su información de contacto. Incluya el número de posición en su mensaje.

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