

Associate Director Innovation Lab - MAVA

Job ID
REQ-10055477

9月 18, 2025

Mexico

摘要

The Associate Director Innovation Lab, MAVA sits within the US Innovation Lab (iLab), a part of the Marketing Technology Product Management team. In this role, you will join a highly innovative and intrapreneurial group with a focus on accelerating experimentation of new and emerging technologies such as the metaverse, AR/VR, etc. in the US. With a deep expertise in metaverse, mobile, XR (AR/ER/MR/VR), and app development, you will help execute our MAVA Innovation Strategy and lead the experimentation and creation of innovative apps, products and services aligned to Integrated Marketing and Novartis US objectives. We think differently here; we are constantly thinking about tomorrow, and we are designing the future— today.

Your primary focus will be on the creation of XR compelling experiences and app development and management from new and emerging tech. You will lead the execution of proof of concepts through to solutions delivery, lead cross-functional teams, and foster a culture of learning and collaboration. This includes managing project delivery of features and enhancements by identifying, analyzing, and mitigating risks and dependencies to achieve defined objectives.

The ideal candidate will bring strong expertise with real-world design and build of new technologies, particularly around the metaverse, XR, and app development, as well as a thorough understanding of

partnering with commercial business partners. You will demonstrate your knowledge and comfort with product development and identifying and prioritizing the potential of new and emerging solutions, and the players that are enabling these new technologies. Ideally, you will have led work in big tech and/or a leading company building such solutions. You will excel at engaging, collaborating with, and influencing critical internal stakeholders and partners across all areas of the organization to bring new innovations to life.

You will possess excellent presentation creation and communication skills, both written and oral, to educate and nurture competency upskilling across Novartis US. You will thrive in ambiguity with a passion for innovation, problem-solving and the discipline of innovation to deliver business impact. You will provide matrix and situational leadership to a multi-disciplinary team of functional experts, including Marketing Strategy, DDIT, IDS, and other groups across the organization in achieving objectives.

About the Role

LI-Hybrid

Location: Mexico city

Relocation Support: No

Step into the future of immersive technology. As Associate Director Innovation Lab MAVA, you ' ll lead the creation of cutting-edge XR and metaverse experiences that redefine how we connect with customers. From concept to delivery, you ' ll drive experimentation and innovation, shaping the next generation of digital engagement at Novartis.

Key Responsibilities

- Lead execution of XR, app, and metaverse solutions under the Innovation Lab ' s MAVA vertical
- Translate emerging tech concepts into impactful customer-facing experiences
- Manage delivery of proofs of concept and MVPs using XR and mobile technologies
- Identify and prioritize high-impact XR use cases aligned with brand objectives
- Define KPIs and success metrics to evaluate innovation performance
- Develop business cases and value frameworks to support new initiatives
- Guide cross-functional teams and foster a culture of innovation and collaboration
- Stay current on tech trends to inform product decisions and drive differentiation

Essential Requirements

- Bachelor ' s degree in Business, Computer Science, Information Technology, Data Science, or

a related field

- Minimum 7 years of experience in emerging tech and innovation management, including XR and app development
- At least 6 years in product management, strategy, innovation, or consulting roles
- Proven success in leading product development cycles from concept to scale
- Strong communication skills to explain complex tech to non-technical stakeholders
- Ability to work in fast-paced, ambiguous environments and drive cross-functional collaboration

Desirable Requirements

- Consumer marketing or marketing technology experience
- Experience managing or building solutions for XR hardware (e.g., Vision Pro, Meta Quest)

Commitment to Inclusion

Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative 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>

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>

部门
US

Business Unit
Universal Hierarchy Node

地点
Mexico

站点
INSURGENTES

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

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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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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