

Director, Field Analytics

Job ID
REQ-10057638

7月 21, 2025

Switzerland

摘要

Novartis' ambition is to be a recognized leader in Data, Analytics, AI, and Platforms (DAP). The DAP group is seeking a Director of Field Sales Performance Analytics to lead our strategy, execution, and innovation across sales analytics, field force performance management, and omnichannel field execution, aligning with commercial and medical business goals.

This role will leverage advanced analytics, Business intelligence, and real-world data to enhance segmentation, targeting, call planning, and in-field execution to manage the lifecycle of novel commercial Sales Analytics products. This role aims to enable and manage sales and field Analytics solutions for international regions and countries (IRC) to support and drive commercial activities.

This role works in partnership with Data, Analytics and Marketing Platforms teams, other Commercial Launch Strategy (CLS) teams, International, Region & Countries (IRC), Strategy & Growth (S&G), Data, Digital & IT (DDIT), Business Solutions International (BSI), and others to scale impactful and valuable Sales and field analytics solutions across the commercial value chain of Novartis.

About the Role

Location: Basel, Switzerland #LI-Hybrid

Key Responsibilities:

- Understand & Plan (Customer & Market Intelligence) - Develop and maintain dashboards for basic and enhanced customer profiles, including field engagement, digital footprint, scientific engagement, and segmentation scoring. Drive insights into customer preferences, content engagement patterns, and channel performance. Lead analytics for customer journeys, influence mapping, and segmentation (dynamic + macro). Collaborate with Medical Affairs for scientific alignment and field synergy opportunities.
- Engage & Activate (Execution Enablement) - Build reporting and dashboarding solutions that enable customer engagement, call planning monitoring and performance management. Support delivery of AI driven solutions such as, call plan optimization, next-best-action models, message, and call prioritization, optimize account management analytics to align KAMs and field reps.
- Measure & Act (Performance Management) - Design business intelligence dashboards for territory, team, and in-field performance tracking. Enable in-market potential modelling (e.g., share evolution, growth mapping). Conduct sales opportunity/risk analyses across brick and sub-territories. Own and enhance sales incentives analytics and call plan execution measurement.
- Responsible for E2E design, deliverables and driving adoption of reporting and analytics solutions for sales, field analytics, CLS and IRC.
- Manage Sales, field analytics solutions that support data-driven decision-making by innovatively leveraging data and technologies to provide objective, actionable and strategic insights on business performance and opportunities.
- Work closely with country data and analytics teams to carefully customize the Sales, field analytics for local needs while preserving standardization for implementing sales, field analytics at scale and speed.
- Partner with Data, Analytics Marketing Platforms teams, other CLS teams, IRC, S&G, DDIT, BSI, and other commercial teams to identify key opportunities and issues, manage reporting and dashboarding solutions, and translate the solutions and outcomes to business partners to drive tangible business impacts.
- Accountable and responsible to plan and manage budget, resources, timelines of the solutions lifecycles and change management plans and delivery.

Essential requirements:

- Graduate degree, master's in a quantitative field (Data Science, business analytics or related

quantitative field. etc.)

- 12+ years experience in pharma, biotech, or healthcare across sales analytics, commercial operations, AI, and marketing science.
- Demonstrated experience supporting markets both within the country & beyond the country level in a regional or global capacity.
- Proven experience with business intelligence tools like Power BI, Orchestrated analytics and CRM platforms (Veeva/Salesforce preferred).
- Strong understanding of HCP journey analytics, field sizing, segmentation, targeting, and omnichannel orchestration. Excellent stakeholder engagement across sales, marketing, medical teams.
- Strong understanding of end-to-end pharma value chain.(Discovery, Development and Commercialization process) and experience with field analytics, marketing and sales analytics.
- Experience with Agile ways of working on designing, building, and operating products as a life cycle to drive incremental value drops.
- Fluent English Speaker.

Benefits and Rewards

Read our handbook to learn about all the ways we 'll help you thrive personally and professionally:
[Novartis Life Handbook](#)

Commitment to Diversity and Inclusion / EEO:

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

Accessibility and accommodation:

Novartis is committed to working with and providing reasonable accommodation to all individuals. If, be-cause of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or to receive more detailed information about the essential functions of a position, please send an e-mail to inclusion.switzerland@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>

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<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

International

Business Unit

Universal Hierarchy Node

地点

Switzerland

站点

Basel (City)

Company / Legal Entity

C028 (FCRS = CH028) Novartis Pharma AG

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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