

## Director- BSI Marketing Platform Operations

Job ID  
REQ-10059167

8月 06, 2025

India

### 摘要

To lead the Marketing Platform Operations function within BSI for the International organization, enabling the execution and scaling of marketing technology solutions that support strategic brand and omnichannel engagement priorities. This role is accountable for operationalizing the product strategy defined by the CLS MarTech (Product Owner), ensuring smooth delivery, governance, and adoption of marketing platforms in collaboration with DDIT. The Head of Marketing Platform Operations will support in transforming platform capabilities into business-ready solutions by driving standardization, compliance, and operational excellence. The leader will also be accountable for developing a strong functional career path for associates, fostering a high-performing, agile, and collaborative culture aligned with BSI and CLS objectives.

### About the Role

Location - Hyderabad #LI Hybrid

## Major Accountabilities:

### Platform Strategy Alignment

Partner with CLS MarTech Product Owners to align operational delivery with long-term platform strategy and roadmap, ensuring that operational decisions support future scalability, innovation, and business relevance

### Execute and Scale Platform Solutions

- Operationalize and scale marketing platform capabilities (e.g., SFMC, Zaidyn, VoC, Web, Mobile, Social) across International markets, ensuring readiness, scalability, and alignment with evolving business needs and MarTech strategy .
- Enable delivery and maintenance of internal and external facing marketing platform solutions that enable best in class user and productivity.
- Support day-to-day operations by developing scalable processes and ensuring that best practices are maintained. Critical to success is the ability to understand and optimize the movement of data across these systems.

### Drive Operational Governance and Compliance

Implement and continuously improve governance dashboards, KPIs, and compliance processes to ensure platform operations meet regulatory, privacy, and quality standards across all regions.

### Enable Platform Adoption and Support

Lead training, onboarding, and change management initiatives to drive adoption and effective usage of marketing platforms by brand and market teams.

### Coordinate with DDIT for Delivery and Support

Serve as the primary BSI interface with DDIT for platform delivery, incident resolution, and continuous improvement, ensuring seamless collaboration, timely execution and post-deployment support.

### Standardize Ways of Working Across Markets

Establish and maintain standardized operating procedures, documentation, and support models to ensure consistent platform operations and reduce fragmentation.

## Monitor Performance and Optimize Operations

Responsible to track platform usage, adoption, and performance metrics; identify opportunities for optimization and feed insights back into product enhancement cycles in collaboration with Product Owners in CLS -MarTech.

## Champion Platform Innovation and Scalability

Continuously evaluate emerging MarTech capabilities and industry trends to inform platform evolution, drive innovation, and scale solutions that meet future business needs grounded with insights from Platform operations

## Functional Skills and Knowledge

### Marketing Technology Expertise

- Deep understanding of platforms like Salesforce Marketing Cloud (SFMC), Zeidyn, VoC tools, web/mobile/social platforms
- Familiarity with MarTech stacks and integration patterns

### Operational Governance and Compliance Change Management and Enablement Cross-Functional Collaboration

- Ability to coordinate with IT (DDIT), brand teams, and global stakeholders
- Strong stakeholder management and communication skills

### Process Standardization and Documentation

- Experience creating SOPs, playbooks, and support models
- Ability to drive consistency across diverse markets

### Performance Monitoring and Continuous Improvement

- Proficiency in using analytics to monitor platform performance
- Experience with feedback loops and agile product enhancement cycles

### Platform Strategy & Road mapping

- Ability to translate business needs into platform capability roadmaps.

### Agile & Product Management

- Familiarity with Agile delivery models and product lifecycle management.

### Change Leadership

- Experience leading change in complex, matrixed organizations.

#### Digital Innovation Awareness

- Understanding of emerging MarTech trends (e.g., Customer Data Platforms, AI-driven personalization, consent management platforms).

#### Data Privacy & Risk Management

- Deep understanding of data privacy, consent, and compliance in digital marketing (e.g., GDPR, HIPAA).

#### Servant Leadership: Empowers teams by removing obstacles and fostering autonomy.

- Encourages open dialogue and challenges assumptions constructively.
- Collaboration & Influence
- Builds trust across cross-functional teams.
- Aligns diverse stakeholders around shared goals and strategic direction.

#### Agility & Adaptability

- Anticipates evolving needs and pivots strategies accordingly.
- Promotes a culture of innovation and continuous improvement.

#### Team Development

- Coaches and mentors team members
- Fosters a high-performing, connected, and agile team culture.

#### Strategic Thinking

- Embeds insights early in decision-making to drive clarity and impact.
- Aligns team efforts with enterprise-wide strategic goals.

#### Key Performance Indicators

Platform Operational Readiness (e.g % of markets onboarded to core platforms; time-to-market for new capability rollouts) Governance and Compliance Adoption and Enablement (e.g Platform usage rate by brand/market; training completion rates; VoC feedback scores) Operational Efficiency (e.g Reduction in incident resolution time; % of automated workflows) Innovation, Standardization and Scalability (e.g # of new features adopted; % of reusable components across markets) Performance Monitoring and Optimization

#### Experience

- Education: Bachelor ' s or master ' s in marketing, Information Systems, Business Administration, or related field

- 18+ years in marketing operations, digital marketing, or MarTech roles with at least 5 years in a leadership capacity
- Proven experience in leading platform operations at a regional or global level ideally in regulated industries such as pharmaceuticals or finance.
- Experience working in regulated industries (e.g., pharma, finance) is a plus
- Demonstrated success in building digital capabilities in low-maturity environments and driving adoption of marketing platforms.
- Experience aligning operational delivery with platform strategy, working closely with product owners and IT partners.
- Familiarity with Agile delivery models, vendor management, and data privacy compliance in digital engagement.

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部门

International

Business Unit

Universal Hierarchy Node

地点

India

站点

Hyderabad (Office)

Company / Legal Entity  
IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

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