

Team Leader- Digital enablement

Job ID
REQ-10059470

8月 07, 2025

India

摘要

Lead the digital transformation of marketing data at Novartis. As Team Lead, Digital Enablement, you ' ll drive strategic data operations, optimize omnichannel campaigns, and empower teams with actionable insights. Your leadership will shape how data drives impact across healthcare

About the Role

Key Responsibilities

- Lead digital data enablement strategy to enhance marketing productivity and campaign effectiveness
- Guide team on media hierarchies and data models across pharma digital channels
- Collaborate with media agencies to implement promotional strategies and target list deployment

- Analyze HCP-level data and digital media performance using tools like Google Analytics and IQVIA Navigator
- Manage input streams and insights reporting in Marketing Cloud Intelligence (Datorama)
- Develop digital data models and oversee ETL processes, profiling, and data quality operations
- Support decision engine with data collection, modeling, and execution through media partners

Essential Requirements

- Bachelor ' s degree in business, marketing, or a related field
- 7+ years of experience in digital data enablement or a related role
- Strong background in pharmaceutical or healthcare industry with focus on brand awareness and data management
- Minimum 8 years of people management experience with proven leadership in data-driven decision-making
- Proficiency in tools such as Snowflake, SQL, Datorama, Google Analytics, ELT, DataIKU, and Databricks
- Excellent communication, collaboration, and strategic problem-solving skills

Desirable Requirements

- Experience enabling data-driven decision-making at leadership level to address complex business challenges
- Strong ability to align digital insights with strategic priorities to drive impactful results

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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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
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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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 diversityandincl.india@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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



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