

Executive Director, Human Insights and Analytics

Job ID
REQ-10059478

9月 02, 2025

India

摘要

The Executive Director, Human Insights and Analytics plays a pivotal role in supporting impactful decision-making and alignment across the organization. Through rigorous analysis and cross-functional collaboration, drive functional excellence in Human Insight & Analytics as well as related functions such as Market Research, Patient & Provider Analytics, Marketing Analytics and Competitive Intelligence. Support the execution of the Human I&A programs and plan execution to build future Human I&A capabilities that meet requirements of IDS capabilities. Drive the talent agenda through talent hiring, onboarding, career development, and retention planning.

About the Role

Location - Hyderabad #LI Hybrid

Key Responsibilities:

- Collaborate closely with the EH team in a high accountability role, ensuring delivery meets expected outcomes and focus on joint impact
- Enhance / improve the ways of working and operational efficiency btw EH and HYD, continue to build capabilities to increase offering and excellence (continue to strengthen the COE) and create strong culture of collaboration, accountability, challenge, excellence, innovation and continuous improvement
- Serve as the primary liaison between Hyderabad team and US Human Insights & Analytics, East Hanover and be the single point of contact of IDS HYD, to coordinate with the Human Insights & Analytics and the department leadership.
- Maintain full accountability for alignment with HIA LT
- To lead Analytics (Patient, Provider, Marketing), Market Research and Competitive Social Intelligence capabilities
- Assess patient/provider cohorts using secondary data and segmentation for personalized marketing and engagement programs, tailor outreach to segment needs.
- Deliver insights on prescribing patterns, roadblocks, and drop-off points to refine engagement plans. Evaluate key HCPs/accounts based on prescribing propensity and patient opportunity.
- Support MR initiatives and setting of annual goals for therapeutic area teams, Oversee market research on HCP perceptions, sentiment, treatment awareness, and feedback on product use, outcomes, and patient impact. Support research on patient attitudes, treatment awareness, and support program impact on brand perception.
- Support tracking of competitor engagement with HCPs/KOLs and assess HCP perceptions.
- Enable benchmarking of competitor engagement programs to identify best practices, evaluate competitor promotional campaigns to inform tactical approaches.

- Maintain full accountability with Head HIA to identify and deploy specific opportunities to connect activities done between teams in the HIA domain (e.g. infuse MR insights into analytical work). Align insights across IDS Human I&A and Marketing for data-driven decisions, Connect marketing partners with IDS capabilities in Hyderabad.
- Keep strong problem-solving skills with a proactive approach to identifying opportunities for improvement and optimization
- Work collaboratively with brand teams and stakeholders to ensure alignment and successful execution of deployment plans
- Balance operational execution with high-level program thinking, supporting both day-to-day brand performance and long-term business goals
- Demonstrate strong leadership skills in a team environment which requires negotiation, persuasion, collaboration, and analytical judgment
- Prioritize IDS efforts across inbound requests, foster collaboration and alignment across IDS functions.
- Lead a team of experts in Hyderabad for patient, provider, marketing analytics, market research, and competitive intelligence.
- Lead hiring, onboarding, and coaching team members to build a collaborative, high-performing culture.
- Drive engagement and retention initiatives, leveraging GLINT metrics and feedback.
- Oversee performance management of the teams, including objective setting, regular check-ins, year-end appraisals, and career planning.

Skills: Agility, brand awareness, cross-functional collaboration, customer insights, data analytics, digital marketing, go-to-market strategy, influencing skills, inspirational leadership, marketing strategy, people management, stakeholder management, and strategic marketing.

Additionally, it's crucial to have a solid understanding of data strategy, media campaigns, product marketing, business analytics, competitive intelligence, customer orientation, marketing

analytics, predictive analytics, market research (qualitative & quantitative)

Educational Qualifications & Minimum Work Experience

- Bachelor's degree in related field is required; Master of Science and/or MBA strongly preferred
- The ideal candidate will have an extensive understanding of the US pharmaceutical landscape; the candidate should be able to manage high performing teams, fostering a collaborative and innovative work environment.

Additional qualifications are as follows:

- 18 to 20 years of experience in the pharmaceutical or healthcare industry, with a strong focus on HCP, patient strategic insights and analytics, Market Research and Competitive Intelligence
- 5+ years of domain expertise in these areas are highly desired: primary market research, secondary data analytics, data science, field analytics and insights, market access and patient service analytics, or other related strategic analytics and management consulting
- 10+ years of people management experience. Proven track record of enabling data-driven decision-making at a senior leadership level, including addressing complex business challenges and shaping organizational strategy particularly in therapeutic areas.
- Strong analytical background, strategic thinking and problem-solving skills, with the ability to translate complex data into actionable insights and aligning them with business priorities to drive impactful results

Values and Behaviors: Demonstrates and upholds Novartis values and behaviors in all aspects of work and collaboration.

Why Novartis: Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

You ' ll receive:You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

Commitment to Diversity and Inclusion:

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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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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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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