

Associate Director, Marketing Insights and Analytics

Job ID
REQ-10060890

9月 02, 2025

India

摘要

Lead Marketing Insights and Analytics, Transform Marketing strategies by bridging insights and capabilities from IDS with business needs. Collaborate closely with the leadership of their respective functions to refine analyses and sharpen strategic recommendations, ensuring alignment with organizational goals. This role will work with other members of IDS fostering a culture of innovation and thought leadership, challenging established norms and driving excellence in product strategy. Acting as a central point of contact, this role facilitates seamless connectivity and collaboration across IDS functions, integrating and synthesizing insights to create robust action plans and strategic recommendations for functions. Drive the talent agenda through talent hiring, onboarding, career development and retention planning.

About the Role

Key Responsibilities

- Collaborate with the leadership for each function to further refine analyses & sharpen insights / recommendations
- Develop and lead a team of experts that act as the "go to" resource for Marketing analytics requests in the organization. Serve as POC to direct and connect the marketing business partners with the relevant IDS capabilities
- Upskill and mentor the members of the IDS Marketing team, owning their professional growth and development
- Facilitate connectivity across teams to ensure more integrated marketing insights are generated that elevate creation and implementation of targeted content strategies for customer outreach, ensuring alignment with evolving priorities and market needs
- Synthesize and align insights from across IDS Human I&A and Marketing practices to enable smarter, data-driven decisions that address key function business challenges and opportunities
- Lead a team of experts in Hyderabad and drive hiring, onboarding, and coaching team members to build a collaborative, high-performing culture.
- Oversee performance management, including objective setting, regular check-ins, year-end appraisals, and career planning, leveraging GLINT metrics & feedback
- Lead efforts to upskill, mentor, and support the professional growth of the team members, ensuring their sustained development and alignment with organizational goals.

Essential Requirement

- 10 years of experience in the pharmaceutical or healthcare industry, with a strong focus on marketing strategy, data analytics, and insights
- 4+ years of domain expertise in these areas are highly desired: marketing, data analytics, market research, or other related strategic analytics and management consulting
- 8+ 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
- Proven ability to develop and leverage human insights to inform strategic initiatives and marketing engagement strategies
- Proficiency in data analysis and interpretation, with experience in handling complex datasets
- Excellent communication skills, with the ability to present complex insights and strategies effectively to diverse audiences
- Strong analytical background, strategic thinking and problem-solving skills, with the ability to analyze complex and dynamic data sets into actionable insights and align them with business priorities to drive impactful results
- Proven ability to work effectively with cross-functional teams, including market research, marketing, and patient engagement, to drive strategic alignment
- Ability to thrive in a fast-paced, dynamic environment and adapt to changing business needs and priorities

Desired Requirement

- A bachelor ' s degree in Life Sciences, Marketing, Business Administration or a related field; an MBA or advanced degree is strongly preferred
- The ideal candidate will have strong analytical background, strategic thinking and problem-solving skills, with the ability to synthesize and align insights from across Human Insights & Analytics teams that will enable targeted content strategies and data-driven decisions to

address key business challenges and opportunities for NVS Marketing functions

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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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