

## Senior Manager Business analytics

Job ID  
REQ-10061069

9月 02, 2025

India

### 摘要

This role is part of Business Services International team at Novartis and Ideal candidate is expected to have a hands-on experience in solving complex and critical business problems, engage with a cross functional stakeholder group and business functions, formulate integrated analytical approach to mine data sources, understand statistical methods and machine learning & AI approaches to discover actionable insights for field force.

### About the Role

#### Key Responsibility

- Support delivery of AI driven call plan for field force while working in collaboration with multiple stakeholders across various Novartis organizations with a focus on field strategy, deployment, and enterprise analytics, including:
- Lead hypothesis generation and other workshops to identify the business drivers and provide

support to data engineering and data science team to translate business rationale into AI / ML modelling requirements.

- Manage the Sales Force Effectiveness team or lead a key process/service within the team  
-Setup infrastructure and systems in close alignment with Regional Commercial Excellence team (CRM, Analytics, Dashboards, Insights, etc.)
- Execution and tactic effectiveness studies, quantifying impact using established strategic hypotheses, advanced analytics approaches, and consultative skills to synthesize results and communicate findings.
- Responsible for the discussion and presentation of the AI call plan evolution, insights, rationale, and outcomes to business (sales and TA teams)
- Ability to go in-depth into the data, identifying data anomalies, gaps, preparation of storyline in PowerPoint for presentation to senior Brand leadership. Strong reasoning, analytical and storytelling skills are crucial for effective execution of this role.
- Ensure the timely delivery of high-quality outputs to business stakeholders and ensuring meeting all AI call plan milestones.
- Maintain exemplary communication within the program team including data engineers, data scientists, program leadership, and all required business stakeholders.
- Support team operations by completing project documentation, post-project activities, and the creation of SOPs, along with ensuring compliance in SNOW and other Ops processes.

#### Essential Requirements:

- Experience in three or more of the following areas (along with ability to translate the business requirements for data science and data engineering teams and provide business narrative of data science outcomes to the sales and brand teams)
- Hands-on experience with sales data, field engagement data, call plan process, Omnichannel engagement planning (Must have). Opportunity assessment and customer prioritization (Must have)
- Resource optimization, field size and structure design (Must have). Call Planning and sound understanding of field engagement processes and commercial datasets (Must have). Extensive experience in developing and scaling data science products at enterprise level and agile product development methodologies (Preferred)
- Understanding of algorithm design, development, optimization, scaling, and applications with an ability to create reusable data science assets as service (Preferred). Tactic and execution effectiveness measurement
- Act as a Sales Force Effectiveness business partner to the sales leaders by designing & implementing Sales Force Effectiveness deliverables including measuring product access and sales performance, segmentation & Targeting, account planning, incentive calculation, CRM system management & creating insights through market analytics.
- Improve quality and transparency of resource allocation decision making by targeting and segmentation, territory design/ alignment, Field Force capacity planning, product allocation, call plan design and monitoring, account planning and customer acquisition strategies and action plans, performance measurement, monitoring and Field Force ROI analysis
- Maintenance of CRM system including data extraction and monitoring KAM standards. Drive the systematic generation of insights and generating recommendations for the business. Ensuring the compilation and monthly analysis of market data
- Ensure high data quality and utilization -Implement standardized Sales Force Effectiveness systems, tools, analytics, performance dashboards and quantitative and qualitative KPIs  
-Manage Field Force productivity
- Align strategic company and Business Unit objectives with sales and promotion plans and

incentive schemes. Support projects for the business unit that involve resource allocation (e.g. launch planning)

- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt -Distribution of marketing samples (where applicable)

#### Desirable Requirements:

- Graduate degree in an analytical field/ Life Sciences/ Medicine/ Science & Technology / advanced Statistics.
- Experience (8+ years) in functional/business consulting projects for pharmaceutical companies and ability to work independently. Hands on to commercial (must), Pharma Data analytics, Brand Analytics, BI, medical, patient services and market access functions.
- 6-7 years of work experience on wide range of business initiatives, such as process improvement, implementation of enterprise initiatives, analytics tools and technology and data-driven decision-making. Open to work in shifts.
- Pharma analytics should be adept at collecting, cleaning, and analyzing large datasets to derive insights and drive informed decision-making within the organization.
- Project management: experience in leading or participating in cross-functional, strategic projects within the organization.
- Stakeholder management: significant experience in collaborating with stakeholders at all levels of the organization.

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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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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