

Operational Insights Manager

Job ID
REQ-10062208

9月 29, 2025

India

摘要

The Operational Insights/Prioritization Manager will serve as the primary accountable data, insights & reporting owner for the Demand Management team within Marketing Operations for Novartis supporting the Novartis tactical planning & execution management platform. The Operational Insights/Prioritization Manager will ensure seamless collaboration between Product (MarTech), Marketing Operations, and other internal stakeholders (ie: finance, procurement, marketing strategy, etc.) to facilitate the delivery of high-quality, user-centric data visualizations/solutions and dashboards. This role requires a strategic thinker with strong technical expertise in data visualization and reporting tools. Responsibilities include leading the collection and translation of business requirements into actionable developed outcomes such as PowerBI dashboards, adhoc reporting, etc. to generate insights & business solutions. The Insights/Prioritization Manager will also be responsible to ensure alignment to IT & data required governance & policies.

About the Role

Key Responsibilities:

- Act as the primary point of contact for Demand Management & Marketing Operations to translate business requirements into user-centric data solutions, dashboards & reports.
- Ensure accuracy, consistency, and quality of Power BI dashboards and Tactical Planning platform reports, aligned w/ business strategic requirements, and expected governance/data policies.
- Provide strategic recommendations on dashboard integration and methodologies to support long-term business objectives and drive efficiencies
- Collaborate with stakeholders to proactively identify and resolve data-related challenges, enhancing report automation and dashboard visualization
- Manage onboarding and provide training for Novartis stakeholders on new dashboards, focusing on driving adoption and communicating business value of outputs
- Deliver timely monthly reports (manual or automated via Power BI)
- Provide ad-hoc insights using tactical planning platform to address unique stakeholder needs and inform data-driven decision-making
- Co-develop business solutions leveraging technologies such as AI to generate actionable insights with platform spend data
- Facilitate data pipeline/integration within Novartis-owned data systems in coordination w/ Data Engineer to ensure timely and accurate feed of platform data into internal data repositories.
- Manage dashboard & visualization(s) permissions-based user access for active users within platform
- Ensure data integrity across all active/established Power BI dashboards & reports

Qualifications:

- Bachelor's degree or higher in Computer Science, Data Analytics, or a related field.
- 8-10+ years experience supporting data & insights
- Proven experience working with data visualization and reporting tools, including Power BI, Qlik Sense, and similar platforms.
- Demonstrated ability to translate complex business requirements into actionable technical solutions
- Experience in designing data solutions and dashboards aligned to strategic objectives.
- Strong background in reporting automation and data visualization best practices.
- Excellent analytical, problem-solving, negotiation and interpersonal skills.
- Exceptional analytical and problem-solving skills to resolve data-related challenges.
- Expertise in handling data integration processes
- Proven track record of collaboration with cross-functional teams, particularly experience w/ Technology & Product teams
- Knowledge of pharma marketing creative & strategic deliverables, and SOW/scoping process considered a strong plus

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.

Accessibility and accommodation:

Novartis is committed to working with and providing reasonable accommodation to individuals with 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.

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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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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