NOVARTIS

Director - Integrated Field Insights & Analytics

Job ID
REQ-10062245

六月 22, 2026

India

摘要

Drive functional excellence and bring in “Thought Leadership” in Field Insights & Analytics as well as in related functions such as field GTM strategy, customer segmentation and targeting, deployment, execution effectiveness, NBA and field CRM. Drive the talent agenda through talent hiring, onboarding, career development and retention planning. Be accountable for the Int. Field I&A strategy planning and execution in order to build future Int. Field I&A capabilities that meet requirements of IDS capabilities.

About the Role

Location - Hyderabad #LI Hybrid

Key Accountability:

- 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. Represent Int. Field Insights & Analytics (Int. FI&A) dept. within cross-department discussions, as needed, ensuring alignment with broader organizational goals and priorities
- Be the single point of contact of IDS HYD, to coordinate with the Integrated Field Insights & Analytics and the department leadership. Support the vision, direction, and thought leadership to high-performing teams specializing in developing long-term field (CE, NPS, Medical and TLL) GTM strategy, GTM and deployment analytics, field execution effectiveness, sub-national insights, customer segmentation and targeting and field CRM. Support partnership with senior leadership to ensure field programs are aligned and impactful, enabling smarter, data-driven decision-making at all levels.
- Act as a unifying force to align efforts of cross-department and cross-functional teams with IFIA priorities and evolving IDS needs in Hyderabad. Build, mentor, and empower highly skilled teams in Hyderabad responsible for delivering integrated insights, analytics, reporting, and launch support. Own professional development and growth of Hyderabad team members, fostering a culture of innovation and continuous improvement.
- Support sub-dept. leads in compensation reviews, objective setting, and in managing AHMs and POD meetings. Provide oversight to ensure teams are equipped with the resources, tools, and capabilities to deliver excellence in Hyderabad. Support development of end-to-end field GTM, deployment and Ops process maps to establish cross-team co-dependencies and identify streamlining / efficiency opportunities. Support IFIA in developing holistic plans to manage field GTM and deployment plans, targeting processes, exec. effectiveness roadmap and sub-national reporting
- Partner with field operations to support downstream field deployment and IC processes, and execution. Support proactive field insights workstream to enable development of new insights and capabilities through competitive FF benchmarking, pilot assessments, business frameworks, etc. Support data strategy and governance teams capture requirements from field standpoint and enable optimal data coverage for field processes. Enable high standards of analytical rigor across all IFIA deliverables by focusing on generating new insights and recommendations through innovative frameworks and advanced analytics
- Drive highest standards of quality across all operational deliverables (targeting, field NBA, field CRM, field deployment Ops) through well-established processes, tools, and people responsibilities. Guide Hyderabad teams in developing novel solutions using AI/ML models for improved field targeting, execution effectiveness and sub-national insights and decision-support
- Partner with external experts and SMEs to leverage their expertise for benchmarking and delivery of best-in-class capabilities across the range of deployment and sizing activities. 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.

Educational Qualifications & Minimum Work Experience

- Bachelor's degree in related field is required; Master of Science and/or MBA strongly

preferred

- The ideal candidate must have extensive understanding of the pharmaceutical landscape, with thought leadership in developing field GTM (role design, targeting, sizing and alignments) and effectiveness strategies. The role requires experience in field deployment and incentive operations and reporting, and thorough understanding of other field processes
- The role requires a leader who fosters collaboration across cross-functional teams, develops talent, and drives a culture of innovation and thought leadership, and establishes a solid foundation of delivering actionable insights. The candidate must champion Novartis ' s values and behaviours and establish best practices that elevate organizational impact through analytics and thought leadership.
- 15 years of experience in the pharmaceutical or healthcare industry, with a strong focus on field GTM and deployment analytics, execution effectiveness, targeting and NBA, and field CRM capabilities. 5+ years of domain expertise in these areas are highly desired: field sizing and deployment analytics, field targeting, sub-national execution analytics, Veeva CRM analytics, other 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
- 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

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/roadmap/people-and-culture

Commitment to Diversity & Inclusion:

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

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

Location: Hyderabad NKC. Hybrid | 3 days a week in office is mandatory.

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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

Benefits and Rewards: Learn about all the ways we ' ll help you thrive personally and professionally. Read our handbook (PDF 30 MB)

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Business Unit
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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

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6b019889ac15b619745429", provider: { widgetId: "10m7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop: false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu: false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [{ presets: ['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get: kPlayer.ui.components.Remove }] } }; // Check and add plugins only if they exist if (kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if (kPlayer.plugins["transcript"]) { config.plugins["playkit-js-transcript"] = { position: "right", // Default: bottom;('left', 'right', 'top', 'bottom') to enable transcript. expandMode: "over", // Default: alongside;('alongside', 'hidden', 'over') expandOnFirstPlay: false, showTime: true, downloadDisabled: false, printDisabled: false, disable: true }; } if (kPlayer.plugins["preventSeek"]) { config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; } config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if (kPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; } if (kPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if (kPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if (kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if (kPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {}; config.plugins.googleTagManager.customEventsTracking = {}; config.plugins.googleTagManager.containerId = 'GTM-57RJQ5'; config.plugins.googleTagManager.customEventsTracking.custom = []; config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents: false, playlistEvents: false, castEvents: false } }; }

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