

Senior Manager, MarTech Product Analytics

Job ID
REQ-10064533

10月 17, 2025

India

摘要

Lead the development of OKR and product analytics frameworks for US MarTech, establishing portfolio-wide tracking and reporting on progress, budget, risks, and opportunities. Deliver clear, executive-ready insights and visualizations that drive data-informed decisions, accelerate product adoption and evolution, and incorporate continuous end-user feedback—while ensuring compliance with Novartis policies and collaborating closely with Chief Product Owners and IMO stakeholders.

About the Role

Location - Hyderabad #LI Hybrid

Major Accountabilities

- Establish robust measurement framework for product management analytics including reporting

platforms in close collaboration with Chief Product Owners across US MarTech Product management

- Support in tracking and reporting of MarTech portfolio initiatives including status updates, budget utilization, risks and opportunities
- Where applicable, establish end-to-end metric drill down mechanism and customize metrics for various user groups and enable reporting of these metrics on a periodic basis
- Be the champion to drive data driven decisions for Senior Management that informs change and training needs across user groups thereby improve product adoption and utilization
- Devise continuous feedback loop across end-users and incorporate the same in measurement framework to enable continuous evolution of product features and usability
- Accountable for periodic reporting for all Chief Products Owners and Senior management on product metrics and insights that drives actions across the organization
- Active participation in various knowledge sharing sessions that enables product adoption and evolution across IMO organization
- Comply to all Novartis operating procedures as per legal / IT / HR requirements

Key Performance Indicators

Business Results:

- o Product Adoption through data driven insights
- o Improved product measurement, enabling product evolution
- o Consistent quality data and insights delivered to senior management

Strategy/Customer Focus:

- o Drive design and measurement in collaboration with Chief Product Owners (CPOs)
- o Collaborate with key stakeholders in IMO to drive product analytics and insights

Capabilities & Expertize:

- o Product Analytics and Insights
- o Story telling with Data
- o SQL/SAS/Qlik/ /Alteryx/R/ Python/ Business Intelligence tools
- o Data modelling and analytics expertise in SQL/Alteryx/SAS/R/Python.

- o Experience in visualization tools such as PowerBI or equivalent would be an added advantage.

Soft Skills:

- o Excellent presentation skills
- o Excellent interpersonal and communication skills
- o Ability to operate effectively in an international matrix environment.
- o Strong stakeholder management skills
- o Strong team player who is dynamic and result oriented

Educational Qualifications & Minimum Work Experience

- o Experience (7+ years) in analytics in a market research firm or pharmaceutical company or large technology based organization
- o Should have an strong understanding of Product Management frameworks and product analytics across varied type of technology platforms
- o Understanding of Pharmaceutical business including its regulatory environment is an added advantage. Strong analytical thinking with problem solving approach
- o Should have worked in an international company with exposure to working in cross-cultural environment
- o Strong stakeholder engagement and influencing skills; with working experience in a highly matrix organization
- o Strong and proactive business results-focus, and proven ability to provide insights that increase productivity

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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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