

## Associate Director, AI Innovation Lab (MarTech)

Job ID

REQ-10065811

2月 10, 2026

Ireland

### 摘要

Join us at the forefront of AI innovation in marketing. As Associate Director Innovation Lab, AI, you ' ll lead transformative projects using generative AI.

The Associate Director Innovation Lab, AI sits within the Innovation Lab (iLab), a part of the Marketing Technology Product Management team. The position reports to the Director Innovation Lab, AI Innovation. In this role, you will join a highly innovative and entrepreneurial group with a focus on accelerating Marketing AI Use Cases in supporting the US. With a deep expertise in AI, large language models (LLM), and natural language processing (NLP) you will help execute on our AI Innovation Strategy and lead the experimentation of innovative AI-driven solutions and services aligned to Integrated Marketing organisation objectives.

We think differently here; we are constantly thinking about tomorrow, and we are designing the future— today. Your primary focus will be on responsible AI product/program execution. You will manage the execution of use case experimentation including POCs and MVPs and collaborate with cross-functional stakeholders to lead the planning and execution aligned to our innovation stage gate model. This includes managing AI program project delivery of features and enhancements by identifying, analyzing, and mitigating risks and dependencies to achieve defined objectives for

marketing, sales, and other functions. You will engage with leaders at all levels of the global organization to align plans, product roadmap and approaches.

## About the Role

### Key Responsibilities

- Lead the execution of MarTech AI/GenAI projects, and other AI-driven innovations under within the iLab 's AI vertical (GenAI, agentic solutions)
- Translate AI concepts into impactful marketing solutions from idea to implementation
- Manage delivery of proofs of concept and MVPs using large language models and NLP
- Align product roadmaps with strategic objectives across marketing, sales, and innovation
- Define and track KPIs to measure success and guide continuous improvement
- Identify and mitigate risks to ensure timely and effective project execution
- Foster collaboration across cross-functional teams to drive innovation and adoption

### Essential Requirements

- Bachelor 's or Master 's degree in Business, Computer Science, Information Technology, or Data Science
- 7+ years of AI and Innovation Management, including with Big Tech, with a focus on AI and machine learning applications, LLM, NLP, and generative AI.
- Deep demonstrated passion for innovation with entrepreneurial behaviors such as strategic thinking and problem-solving to inspire organizational change management necessary for enabling AI solutions
- 6+ years of Product Management, MarTech, Strategy, Innovation, or consulting role
- Proven success in leading AI product development from concept to scale
- Strong communication skills to explain technical concepts to non-technical stakeholders
- Ability to lead simultaneous programs with complex multidisciplinary teams, applying a pragmatic and agile approach.
- Agile mindset to adapt and implement new Ways-of-Working in support of a constantly changing environment. Agility to learn fast, deliver fast, adapt and be flexible and able to manage ambiguity
- Experience working with multidisciplinary and multicultural teams located across multiple locations around the world
- Proven ability to build strong, effective relationships with internal partners at all levels of the organization

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

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>

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

部门  
US

Business Unit  
Marketing

地点  
Ireland

站点  
Dublin (NOCC)

Company / Legal Entity  
IE02 (FCRS = IE002) Novartis Ireland Ltd

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

```
function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =
document.getElementById("kulturaplayer69901920c1a9c355176344"); var mediaContainer =
mediaElement.closest('.nc-kaltura-media'); var originalWidth = "1200px"; var originalHeight = "674px";
var originalWidthValue = parseFloat(originalWidth); var originalHeightValue =
parseFloat(originalHeight); var mediaType = "video"; var isResponsive = false; // Get computed styles
of the container element. var parentStyles = window.getComputedStyle(mediaContainer); var
finalWidth = parseFloat(parentStyles.width); if (finalWidth < originalWidthValue) {
  var config = { targetId:
    "kulturaplayer69901920c1a9c355176344", provider: { widgetId: "10m7rm1pm", partnerId:
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    allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: { download: {
      disable: true }, "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 } }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu: false },
      components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
      'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
      KalturaPlayer.ui.components.Remove } ] } }; config.plugins.preventSeek = { preventSeekForward:
      false, preventSeek: false }; config.plugins.floating = { disable: true }; config.plugins.navigation = {
      position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; config.plugins['playkit-
      js-hotspots'] = { disable: true }; config.plugins['playkit-js-moderation'] = { disable: true };
      config.plugins['playkit-js-info'] = { disable: true }; config.plugins.share = { disable: true };
      config.ui.uiComponents = []; 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 } };
    }
  }
}

try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof
kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var
kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other
media. kalturaPlayer.loadMedia({entryId: "1_dgfvmafo"}); setTimeout(() => {
  setupAutoPause(kalturaPlayerVideos); }, 500); function setupAutoPause(players) {
  players.forEach((currentPlayer) => { currentPlayer.addEventListener('play', () => {
    players.forEach((otherPlayer) => { if (otherPlayer !== currentPlayer && typeof otherPlayer.pause ===
    'function') { otherPlayer.pause(); } }); })); } } catch (e) { console.error(e.message) }
}
```



## VIDEO

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