Associate Director, Innovation Lab - (XR / Metaverse)

Job ID
REQ-10065814

2   10, 2026

Ireland

Step into the future of immersive technology. As Associate Director Innovation Lab MAVA, you'll lead the creation of cutting-edge XR and metaverse experiences that redefine how we connect with customers. From concept to delivery, you'll drive experimentation and innovation, shaping the next generation of digital engagement at Novartis.

The Associate Director Innovation Lab, MAVA supports the US Innovation Lab (iLab), a part of the Marketing Technology Product Management team. In this role, you will join a highly innovative and intrapreneurial group with a focus on accelerating experimentation of new and emerging technologies such as the metaverse and AR/VR. With a deep expertise in metaverse, mobile, XR (AR/ER/MR/VR), and app development, you will help execute our MAVA Innovation Strategy and lead the experimentation and creation of innovative apps, products and services aligned to Integrated Marketing and Novartis objectives.

We think differently here; we are constantly thinking about tomorrow, and we are designing the future—today. Your primary focus will be on the creation of XR compelling experiences and app development and management from new and emerging tech. You will lead the execution of proof of concepts through to solutions delivery, lead cross-functional teams, and foster a culture of learning

and collaboration. This includes managing project delivery of features and enhancements by identifying, analysing, and mitigating risks and dependencies to achieve defined objectives.

About the Role

Key Responsibilities

- Lead execution of XR, app, and metaverse solutions under the Innovation Lab's MAVA vertical
- Translate emerging tech concepts into impactful customer-facing experiences
- Manage delivery of proofs of concept and MVPs using XR and mobile technologies
- Identify and prioritize high-impact XR use cases aligned with brand objectives
- Define KPIs and success metrics to evaluate innovation performance
- Develop business cases and value frameworks to support new initiatives
- Guide cross-functional teams and foster a culture of innovation and collaboration
- Stay current on tech trends to inform product decisions and drive differentiation

Essential Requirements

- Bachelor's degree in Business, Computer Science, Information Technology, Data Science, or a related field
- Minimum 7 years of experience in emerging tech and innovation management, including XR and app development
- At least 6 years in product management, strategy, innovation, or consulting roles
- Proven success in leading product development cycles from concept to scale
- Strong communication skills to explain complex tech to large non-technical stakeholder groups
- Ability to work in fast-paced, ambiguous environments and drive cross-functional collaboration

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.

US

Business Unit
Marketing

Ireland

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("kalturaplayer6990199012f57517621639"); 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   var config = { targetId:
"kalturaplayer6990199012f57517621639", provider: { widgetId: "1Om7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false,
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: "1dgfvmafo"}); 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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