

Manager - Customer Data Platform

Job ID
REQ-10065964

12月 02, 2025

India

摘要

This role sits at the core of driving data-driven, personalized omnichannel engagement by leading the implementation, integration, and scale-up of a global Customer Data Platform (CDP). The position requires deep expertise in marketing data infrastructure, identity resolution, and cross-system orchestration. You will be responsible for building a robust data foundation, integrating key MarTech systems (e.g., CRM, Web Analytics, Consent Management, MDM), and enabling global and local teams to activate insights for more precise and impactful customer experiences.

About the Role

#Location: Hybrid, Hyderabad

Key Responsibilities

- Groom the use-cases for implementation and expansion of the Customer Data Platform (CDP), ensuring alignment with enterprise marketing and data strategy.
- Define and drive a comprehensive data integration roadmap across CRM, MDM, consent systems, web/mobile analytics, media platforms, and other MarTech components.
- Partner with local and global teams to establish a single customer view, enabling real-time segmentation, personalization, and audience activation across multiple channels.
- Develop governance frameworks, data quality protocols, and consent management best practices to ensure compliant and secure data operations at scale.
- Collaborate with IT, Analytics, and Marketing stakeholders to translate business requirements into scalable MarTech use cases and orchestrate their implementation.
- Drive cross-functional alignment on data architecture, identity resolution, and data modeling to support omnichannel engagement strategies.
- Create and evangelize a capability roadmap to increase CDP adoption and maturity across therapy areas and countries.
- Leverage advanced analytics platforms (e.g., Data Cloud, Datorama, GA4) to monitor activation performance, generate insights, and continuously improve business outcomes.

Essential Qualifications & Experience

- Bachelor ' s or Master ' s degree in Marketing, Technology, Data Science, or a related field
- 5+ years of experience in marketing technology, data integration, or customer data management roles
- Deep understanding of MarTech platforms and architecture. Proven experience in driving business use cases for Omnichannel Journeys using MarTech ecosystems including CRM, MDM, Consent Management, Web Analytics, and Campaign tools
- Experience in leading global-scale implementations and transformation initiatives related to customer data

Leadership & Soft Skills

- Strategic and systems thinker with a solid grasp of data-driven marketing transformation.
- Strong stakeholder management skills, with ability to influence in a highly matrixed global organization.
- Exceptional communication and storytelling skills, especially in translating data and architecture concepts into business value.
- Ownership mindset with a passion for building scalable, sustainable marketing data solutions.
- Experience working in global pharma or regulated environments preferred.

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部门

International

Business Unit

Marketing

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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