Executive Director, CRM Adoption & Enablement

Job ID
REQ-10067256

11   20, 2025

USA

This position will be located at the East Hanover, NJ site and will not have the ability to be located remotely.

Reporting into the VP, Head of CRM Product Management and Strategy, the Executive Director, CRM Adoption & Enablement, is responsible for developing and implementing change strategies and plans to maximize employee adoption of CRM solutions and drive program communications through a robust change network. This role is pivotal in embedding best practices throughout the transformation, training and enabling leaders, and ensuring alignment on strategic goals across the organization. The ED, CRM Adoption & Enablement partners with US commercial and IT business units to drive change and enablement strategies, centralizes communications, and maintains a sense of urgency to advance the CRM agenda. This role leads a team of Change & Enablement analysts and collaborates across all relevant stakeholders to ensure successful adoption and cultural alignment.

About the Role

Key Responsibilities:

- **Shape and execute the US CRM adoption and enablement strategy** to maximize employee adoption and sustained engagement with CRM solutions, ensuring alignment with Novartis' transformation vision and business objectives.
- **Lead the design and delivery of a robust change network**, embedding best practices and driving a culture of continuous improvement, innovation, and accountability across all levels of the organization.
- **Develop and implement comprehensive communication plans** that articulate the transformation vision, key initiatives, and expected impacts, ensuring clarity, transparency, and buy-in from all stakeholders.
- **Coach, empower, and enable leaders and managers** to champion CRM adoption, foster cross-functional collaboration, and drive alignment on strategic goals.
- **Partner with business units and functional leaders** to tailor adoption and enablement strategies, address unique challenges, and accelerate adoption across diverse teams and geographies.
- **Build, develop, and inspire a high-performing Adoption & Enablement team**, setting clear objectives, providing ongoing feedback, and investing in professional growth to scale impact.
- **Establish and monitor key performance indicators** for change management, adoption, and stakeholder satisfaction, using data-driven insights to refine strategies and report progress to executive leadership.
- **Identify and proactively address risks, barriers, and resistance to adoption**, leveraging proven methodologies and stakeholder engagement techniques to ensure successful transformation outcomes.
- **Collaborate with IT, product, and functional/business teams** to synchronize communications, training, and enablement activities, ensuring seamless dissemination of transformation information and resources.
- **Champion a sense of urgency and accountability**, driving momentum and maintaining focus on critical milestones to advance the CRM transformation agenda.

Essential Requirements:

Education (minimum/desirable):

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

Experience:

Novartis seeks an accomplished product strategy leader with experience and demonstrated success transforming CRM within commercial operations. Strong management, partnership, and intellectual maturity are needed. A comprehensive understanding of best practices in CRM and AI applications for pharmaceutical sales and marketing, and the dynamics of the global healthcare environment is crucial.

Additional qualifications are as follows:

· 10+ years of experience in change management, organizational design, technology transformation, or leadership roles, preferably in the pharmaceutical, healthcare, or CRM sectors

· Deep understanding of the CRM landscape (Sales, Marketing and Service), including Salesforce, Veeva, and the major and evolving players in the ecosystem

· Deep understanding of the pharmaceutical industry, including regulatory requirements, market dynamics, and emerging AI technologies

· Demonstrated success leading change management and enablement initiatives within large-scale transformation programs, preferably in pharmaceutical, healthcare, or CRM environments.

· Proven ability to drive employee adoption of technology solutions and foster cultural alignment across diverse teams.

· Strong background in developing and executing communication strategies for complex, enterprise-wide projects.

· Experience building and leading high-performing teams focused on change and enablement.

· Deep understanding of CRM platforms, organizational dynamics, and best practices for driving adoption and engagement.

The pay range for this position at commencement of employment is expected to be between: $196,400.00 and $361,400.00/year; however, while salary ranges are effective from 1/1/25 through 12/31/25, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills, and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an " at-will position" and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

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)

EEO Statement:

The Novartis Group of Companies are Equal Opportunity Employers. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status.

Accessibility & Reasonable Accommodations

The Novartis Group of Companies are committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the application process, or to perform the essential functions of a position, please send an e-mail to us.reasonableaccommodations@novartis.com or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

US

Business Unit
General Management

USA

New Jersey

East Hanover

Company / Legal Entity
UO14 (FCRS = USO14) Novartis Pharmaceuticals Corporation

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =
document.getElementById("kalturaplayer699a4a0d4a252925014640"); 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:
"kalturaplayer699a4a0d4a252925014640", 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 } };
```

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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

Job ID

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