

Executive Director, CRM Innovation Labs

Job ID
REQ-10067259

11月 20, 2025

USA

摘要

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 Labs is responsible for leading the innovation engine of the US CRM transformation. This role sets the vision for CRM Labs, builds and leads a high-performing team focused on piloting, scaling, and operationalizing next-generation CRM capabilities. The ED, CRM Labs partners with business and IT leadership to define innovation priorities, drive rapid prototyping, and embed best practices in agile delivery, governance, and change enablement. The role requires deep collaboration across the organization to ensure cross-functional alignment and successful transformation.

About the Role

Key Responsibilities:

- Lead the CRM Labs function to drive innovation, pilot new CRM capabilities, and accelerate enterprise transformation.
- Define and execute the CRM Labs strategy and vision in alignment with Novartis business goals and the broader CRM transformation roadmap.
- Drive meaningful impact as success in this role will be measured by granular innovation metrics, including ROI on pilots, speed and effectiveness of experimentation cycles, business value delivered, stakeholder satisfaction, cost savings, and efficiency gains.
- Build and lead a top-talent CRM Labs team specializing in innovation, prototyping, and agile delivery.
- Develop and implement best-practice frameworks for piloting, scaling, and operationalizing CRM solutions across diverse user groups and business functions.
- Establish and manage a governance structure for CRM Labs, ensuring clear decision rights, escalation processes, and accountability for innovation initiatives.
- Collaborate with business unit leaders, IT, IDS, and external partners to identify, prioritize, and deliver high-impact CRM pilots and innovations.
- Build and scale strategic partnerships with vendors, startups, and industry leaders.
 Experience scouting, evaluating, and integrating best-in-class solutions to accelerate CRM innovation and enterprise transformation.
- Maintain a deep understanding of CRM workflows, user personas, and platform capabilities (Salesforce, Veeva, etc.), as well as best practices across industries.
- Evangelize the impact of CRM Labs across the organization (e.g., stakeholder meetings, leadership forums, and Sales meetings).

Essential Requirements:

Education (minimum/desirable):

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

Experience:

The successful candidate will bring a robust blend of strategic vision, technical mastery, and handson leadership in CRM innovation. Experience should span enterprise-scale transformation, advanced CRM platforms—including both Salesforce and non-Salesforce technologies—and a proven ability to drive breakthrough solutions from concept to production. A track record of cross-functional collaboration, governance, and change enablement in complex, regulated environments is essential for success in this role.

Additional qualifications are as follows:

- 10+ years of progressive experience in CRM innovation, product strategy, or technology leadership roles, ideally within pharmaceutical, healthcare, or enterprise-scale commercial sectors
- Proven success leading large-scale CRM transformation initiatives, including piloting and scaling enterprise platforms such as Salesforce (including Agentforce), Veeva, Data Cloud, and sales and marketing solutions across diverse user groups and business functions
- Deep expertise in emerging technologies—AI/ML, automation, Salesforce Data Cloud/Agentforce, and non-Salesforce customer engagement platforms—with a track record of running proof-of-concept projects and rapid experimentation cycles
- Experience driving innovation in both Salesforce and non-Salesforce CRM ecosystems, including integration, migration, and optimization of multi-platform environments
- Strong background in training delivery teams on new tools, platforms, and methodologies, ensuring successful transition of pilots into production
- Experience operationalizing innovation frameworks, including agile delivery, rapid prototyping, and feedback loops with end users and stakeholders
- Advanced knowledge of CRM data models, integration architectures, and performance management tools, with a focus on actionable insights and business value delivery
- Experience with global CRM programs, including multi-region rollouts, localization, and scaling innovation across geographies

The pay range for this position at commencement of employment is expected to be between: \$204,400.00 and \$379,600.00/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

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: https://talentnetwork.novartis.com/network

Benefits and Rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: https://www.novartis.com/careers/benefits-rewards

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.

部门 US

Business Unit General Management

地点 USA



站点

East Hanover

Company / Legal Entity U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

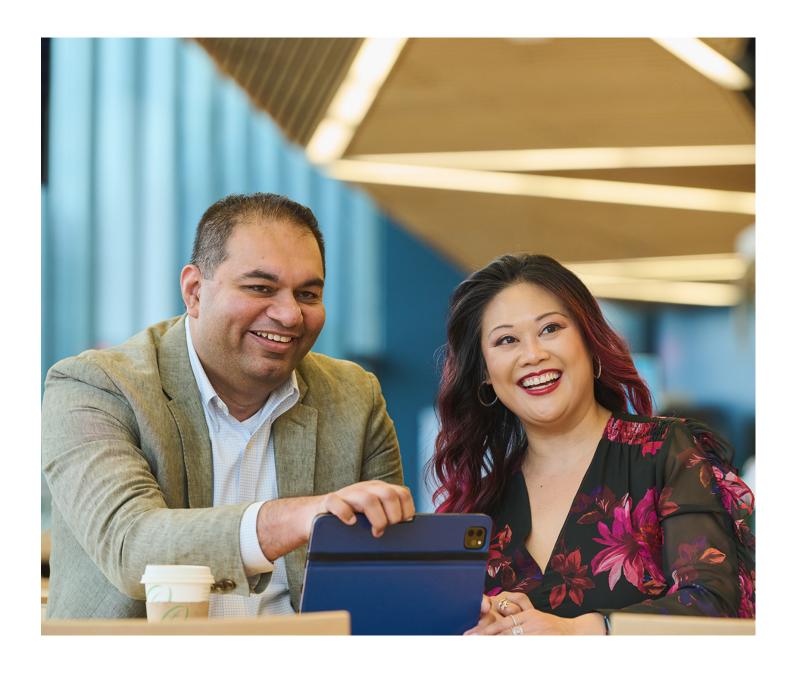
Functional Area Marketing

Job Type Full time

Employment Type Regular

Shift Work No

Apply to Job



Job ID REQ-10067259

Executive Director, CRM Innovation Labs

Apply to Job

Source URL:

https://www.novartis.com.cn/careers/career-search/job/details/req-10067259-executive-director-crm-

List of links present in page

- 1. https://www.novartis.com/about/strategy/people-and-culture
- 2. https://talentnetwork.novartis.com/network
- 3. https://www.novartis.com/careers/benefits-rewards
- 4. mailto:us.reasonableaccommodations@novartis.com
- 5. https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/East-Hanover/Executive-Director--CRM-Innovation-LabsREQ-10067259-2
- 6. https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/East-Hanover/Executive-Director--CRM-Innovation-LabsREQ-10067259-2