Executive Director, CRM Innovation Labs

Job ID
REQ-10067259

1   07, 2026

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 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 hands-on 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 salary for this position is expected to range between $225,400.00 and $418,600.00 per year.

The final salary offered is determined based on factors like, but not limited to, relevant skills and experience, and upon joining Novartis will be reviewed periodically. Novartis may change the published salary range based on company and market factors.

Your compensation will include a performance-based cash incentive and, depending on the level of the role, eligibility to be considered for annual equity awards.

US-based eligible employees will receive a comprehensive benefits package that includes health, life and disability benefits, a 401(k) with company contribution and match, and a variety of other benefits. In addition, employees are eligible for a generous time off package including vacation, personal days,

holidays and other leaves.

To learn more about the culture, rewards and benefits we offer our people click [here](#).

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

function adjustKalturaPlayer() { var deviceWidth = window.innerWidth || document.documentElement.clientWidth || document.body.clientWidth; var mediaElement = document.getElementById("kalturaplayer699aa2e02e967634292106"); 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: "kalturaplayer699aa2e02e967634292106", provider: { widgetId: "1Om7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: O }, 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:

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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

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