# NOVARTIS

# Market Research - Senior Manager

Job ID
REQ-10068103

1   13, 2026

India

The PMR Senior Manager will lead strategic decision-making, collaborating with Product Strategy, Marketing Strategy, several cross functional teams and Illuminators to support brand growth and optimize launch impact. This role focuses on designing innovative market research approaches, leveraging diverse data sources to evaluate brand performance and market dynamics through advanced analysis techniques. It also involves assessing marketing initiatives and ensuring alignment with global and country insights teams. The Senior Manager will drive patient and customer centricity, foster innovation, and share best practices to shape strategy and build a cohesive, forward-looking insights capability.

## About the Role

Key Responsibilities:

- Define and implement the strategic roadmap for deployment operations.

- Ensure deployment processes align with broader marketing and organizational goals.
- Serve as the primary point of contact for senior stakeholders, ensuring their requirements are reflected in deployment strategies.
- Present high-level updates and key metrics to executive leadership.
- Analyze and report on deployment success trends, identifying areas for improvement across projects and teams.
- Establish KPIs for the team and evaluate their contributions against organizational expectations.
- Advocate for new technologies and processes that optimize deployment operations.
- Drive continuous improvement initiatives by identifying inefficiencies and recommending solutions.
- Own the risk mitigation strategy for deployment processes, ensuring organizational compliance and security protocols are met.
- Take ultimate responsibility for resolving systemic challenges impacting deployment success.
- Act as a bridge between Deployment Specialists, QA teams, Marketing Automation teams, and Customer Experience teams.
- Lead efforts to streamline workflows across global teams.
- In deployment setup, ensure accurate DE configurations, confirm counts with validation reports from MDS / Data Ops team, and monitor both post-deployment and ongoing sends, troubleshooting with the Product / CEP team as needed.

Essential Requirements:

- 10+ years of experience in market research or within specialist agencies.
- Extensive experience managing multi-methodology market research projects across multiple markets.
- Proven ability to work in regional and commercial primary market research teams, collaborating effectively within a matrix and cross-functional environment
- Expertise in project management, including scoping, defining deliverables, developing business cases, and reporting at a senior level, with strong communication, persuasive presentation, and credibility.
- Strong business acumen and solution-oriented mindset, including proficiency in budget and P&L management.
- Experience managing remote relationships and delivering on-shore/off-shore capabilities.
- Preferred: Familiarity with pharmaceutical disease areas, combined with strong leadership and communication skills.

Commitment to Diversity and Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Accessibility and accommodation:

Novartis is 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 recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@ novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

**Why Novartis:** Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: https://www.novartis.com/about/strategy/people-and-culture

**You'll receive:**You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. https://www.novartis.com/careers/benefits-rewards

**Join our Novartis Network:** If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: https://talentnetwork.novartis.com/network.

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

US

Business Unit
General Management

India

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

function adjustKalturaPlayer() { var deviceWidth = window.innerWidth || document.documentElement.clientWidth || document.body.clientWidth; var mediaElement = document.getElementById("kalturaplayer696787a5ad7f9111150665"); 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: "kalturaplayer696787a5ad7f9111150665", 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

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

## Accessibility and accommodation

Novartis is 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 recruitment process, or in order to perform the essential functions of a position, please send an e-mail to [diversityandincl.india@novartis.com](mailto:diversityandincl.india@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Job ID
REQ-10068103

## Market Research - Senior Manager

[Apply to Job](#)

Job ID
REQ-10068103

# Market Research - Senior Manager

[Apply to Job](#)

*manager*

List of links present in page

1. https://www.novartis.com/about/strategy/people-and-culture
2. https://www.novartis.com/careers/benefits-rewards
3. https://talentnetwork.novartis.com/network
4. https://www.novartis.com/about/strategy/people-and-culture
5. https://www.novartis.com/careers/benefits-rewards
6. mailto:diversityandincl.india@novartis.com
7. https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Hyderabad-Office/Market-Research---Senior-ManagerREQ-10068103
8. https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Hyderabad-Office/Market-Research---Senior-ManagerREQ-10068103