

Director, Operations & Alliance Execution - Consumer Activation

Job ID
REQ-10069833

1月 29, 2026

USA

摘要

Leads operational execution and alliance management for the Consumer Activation concept, which aims to drive mass-scale consumer engagement around heart health through a “gamified” ecosystem (e.g., interactive heart score, social community, rewards, AI Health Coach, and easy access to screening and therapy).

About the Role

Key Responsibilities:

- Lead market research, partner mapping, and consumer insights initiatives to inform activation strategies.
- Lead exploratory conversations as well as assessment of strategic fit with consumer tech, wearable platform providers and other potential partners

- Oversee design and launch of heart score and consumer-facing digital platforms and engagement campaigns in close collaboration with partners and internal cross-functional team across RDC continuum
- Spearhead progress towards MoUs and partnering agreements; manage external partnerships and ensure continued strategic alignment
- Coordinate x-functional teams (marketing, medical, tech, analytics) to ensure seamless execution
- Track and report on KPIs related to consumer awareness, activation, and engagement
- Ensure compliance with regulatory and privacy requirements for consumer data
- Represent the initiative in external forums, conferences, and partnership meetings

Essential Requirements:

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

Work Experience:

- 8+ years in pharmaceutical, biotech, consumer healthcare, or healthcare consulting industry
- 8+ years in commercial strategy, alliance management or marketing roles within or outside the healthcare industry
- Experience with performance tracking, KPIs and analytics
- Entrepreneurial mindset with operational experience and high technology acumen
- Technology, consumer experience and/or product design experience
- Ability to lead and inspire cross-functional teams, manage complex projects, and drive consensus among diverse stakeholders

Desirable Requirements:

- Consumer healthcare experience

The salary for this position is expected to range between \$185,500.00 and \$344,500.00 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:

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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

状态
New Jersey

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

```
function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||  
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =  
document.getElementById("kalturaPlayer697bd275afe55774713546"); 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 < originalWidthValue) { config = { targetId:
```

```
"kulturaplayer697bd275afe55774713546", provider: { widgetId: "10m7rm1pm", partnerId: "2076321", uiConfd: "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' ) 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: "1dgvmafo"}); 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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