

Manager, Innovation Lab - (Metaverse, Augmented & Virtual Reality, and Applications)

Job ID
REQ-10072385

2月 27, 2026

Ireland

摘要

At Novartis, we are reimagining medicine to improve and extend people's lives. Alongside breakthrough science, we leverage advanced technologies to enable better decisions, richer engagement, and measurable impact across complex healthcare ecosystems.

The Manager, Innovation Lab - MAVA is based in Novartis Ireland and sits within the Innovation Lab (iLab), part of Marketing Technology Product Management within the Integrated Marketing Organization. You will join a highly innovative, intrapreneurial team focused on accelerating immersive and emerging technologies—including XR, spatial computing, mobile, and AI enabled experiences—across Novartis.

We think differently here. We experiment, learn fast, and design the future—today.

As Manager, Innovation Lab you will play a key role within the global Innovation Lab network, collaborating with international partners to accelerate experimentation and delivery of new and emerging technologies. Based in Dublin, this role focuses on executing the Innovation Roadmap, driving experimentation, and contributing to the development of innovative apps, prototypes, and

immersive solutions.

You will work at the intersection of XR, mobile, emerging technology, and solution delivery, shaping next generation customer experiences aligned to Novartis' global Integrated Marketing objectives.

About the Role

Key Responsibilities

- Lead the development and delivery of XR, mobile, and immersive experiences within the portfolio, from concept through prototype, pilot, and scale.
- Translate emerging technology concepts into POCs, MVPs, and production ready solutions, guiding initiatives through execution.
- Identify and prioritise high impact use cases, ensuring clear business value, measurable ROI, and performance outcomes.
- Build and maintain business cases, value frameworks, progress reporting, and dashboards to support decision making.
- Define experimentation hypotheses, success metrics, and validation criteria, tracking performance and identifying opportunities for improvement and scale.
- Drive cross functional execution by managing risks, dependencies, and delivery progress across multidisciplinary teams.
- Engage and influence stakeholders across Marketing and partner organisations, representing the Innovation Lab in reviews, demonstrations, and external discussions.
- Stay current with market trends, competitive activity, and emerging technologies, contributing insights that shape innovation priorities and execution decisions.
- Continuously improve innovation and program delivery processes, enhancing efficiency, collaboration, and outcomes.

Experience required

- Bachelor's degree in technology, business, innovation management, or a related discipline.
- 5+ years' experience in emerging technology, innovation, or solution delivery roles (e.g. XR, mobile apps, metaverse, or adjacent technologies).
- Experience working with commercial or customer facing teams to deliver digital or immersive solutions.
- 2+ years' experience with XR hardware and platforms (e.g. Apple Vision Pro, Meta Quest, or equivalent).
- Strong experience taking solutions from concept to scale, including requirements definition and data driven improvement.
- Excellent communication and presentation skills, with the ability to bridge technical and business audiences.

Why Join Novartis Innovation Lab

- Work on high impact initiatives at the intersection of science, emerging technology, and human behavior.

- Build and validate next generation digital solutions used across a global pharmaceutical enterprise.
- Operate in a true innovation environment that values evidence, experimentation, learning, and measurable business impact.
- Contribute to reusable capabilities that shape how Novartis innovates at scale.

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

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 \(PDF 30 MB\)](#)

部门
US

Business Unit
Marketing

地点
Ireland

站点
Dublin (NOCC)

Company / Legal Entity
IE02 (FCRS = IE002) Novartis Ireland Ltd

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("kalturaplayer69a3d9c1b39c1816781258"); 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 <= 0) var config = { targetId:
"kalturaplayer69a3d9c1b39c1816781258", provider: { widgetId: "10m7rm1pm", 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: "1_dgfvmafo"}); 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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