NOVARTIS

Manager, Innovation Lab, XR Solutionist (Extended Reality)

Job ID
REQ-10072387

3   23, 2026

Ireland

As Manager, XR Solutionist (MAVA), you will activate next   generation XR experiences that bring innovation to life across Novartis. Operating at the intersection of technology, data, and customer   centric design, you will orchestrate the delivery of immersive XR solutions that connect the Dublin Innovation Hub with the US Innovation Lab ecosystem. You will coordinate multidisciplinary teams, manage solution execution, and translate insights into measurable outcomes—helping accelerate the adoption of emerging technologies such as XR, spatial computing, and Generative AI across the business.

About the Role

Key Responsibilities

- Lead end   to   end orchestration of XR initiatives across digital, in   person, and hybrid channels.
- Translate business and stakeholder needs into structured execution plans, timelines, and

delivery approaches.
- Coordinate multi functional teams—including engineering, design, marketing, and XR vendors—to ensure cohesive solution deployment.
- Facilitate requirements gathering, scope alignment, and feasibility discussions to streamline delivery.
- Build strong relationships with internal partners, agencies, and XR hardware/platform providers (e.g., Meta, Apple).
- Define KPI frameworks and measurement models to assess XR impact, usability, engagement, and business value.
- Develop dashboards, reports, and performance insights that enable data driven decision making and scaling of solutions.
- Implement operational standards, documentation, and continuous improvement practices to support a predictable, high quality XR delivery model.

What You'll Bring

- Bachelor's degree in Business, Technology, Digital Media, Computer Science, or related field.
- Experience coordinating or managing XR, spatial, mobile, or interactive technology projects.
- Strong ability to collaborate across technical, creative, analytics, and business teams.
- Familiarity with XR hardware and platforms such as Apple Vision Pro, Meta Quest, or equivalents.
- Proficiency in interpreting KPIs, dashboards, and analytics to drive insights and recommendations.
- Excellent communication, organization, and stakeholder management capabilities.
- Passion for emerging technologies, experimentation, and creative problem solving—particularly in XR and Generative AI.
- Comfort navigating fast moving, ambiguous environments with evolving priorities; commercial/marketing or pharma exposure is a plus.

Why Join Novartis Innovation Lab

- Work on high-impact problems that enable innovation acceleration at the intersection of science, emerging technology, and human behavior
- Contribute to reusable capabilities that shape how Novartis innovates at scale
- Operate in a true customer-centric innovation discipline environment that values evidence, experimentation, and learning
- Build and validate next-generation digital solutions in a global pharmaceutical enterprise

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)

US

Business Unit
Marketing

Ireland

Dublin (NOCC)

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

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```javascript
function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =
document.getElementById("kalturaplayer69c22ab3288ab376955460"); 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:
"kalturaplayer69c22ab3288ab376955460", 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: "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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 List of links present in page

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