NOVARTIS

Business Analyst – Marketing Platform Ops (Manager / Senior Manager)

Job ID
REQ-10072957

3   03, 2026

India

The Business Analyst plays a pivotal role in shaping and delivering future-state CRM capabilities as part of a global transformation program within the pharmaceutical sector. Collaborating with international stakeholders, Product Owners, and Delivery teams, the analyst is responsible for gathering and documenting business requirements, facilitating end-to-end process redesign, and translating business needs into clear, high-quality functional specifications.

This position demands expertise in CRM platforms, customer engagement, with accountability for producing structured and testable requirements. Acting as the main link between product strategy, business processes, and data. The Business Analyst elicits, analyses, and documents requirements to drive effective execution and adoption across markets.

In close partnership with Product Owners and delivery teams, the Analyst supports solution design, integration of new capabilities, and maintains alignment between business objectives and system configuration. The role fosters collaboration among international and regional stakeholders, ensuring shared understanding, traceability, and consistency of requirements. Strong analytical, organizational, and communication skills are essential to convert business challenges and insights into practical, compliant solutions that advance commercial excellence.

About the Role

Key Responsibilities

- Gather, analyze, and document business requirements from International and country stakeholders for future-state CRM processes.
- Support process redesign workshops and ensure alignment with global standards, compliance needs, and best practices.
- Translate business needs into clear and testable functional specifications for Salesforce configuration.
- Validate future-state process designs against business objectives, regulatory expectations, and usability considerations.
- Collaborate with Product Management & Delivery teams to ensure accurate implementation of requirements and workflows.
- Assist with creation of user stories, acceptance criteria, and process documentation within Agile delivery teams.
- Participate in system demos, backlog refinement, and sprint ceremonies, providing business context and clarifications.
- Test planning and execution (e.g., UAT preparation, test case validation, defect triage) to ensure solutions meet business expectations.
- Coordinate feedback collection from stakeholders and help refine requirements through iterative improvement
- Maintain high-quality documentation, requirements, process maps, training inputs, and release notes, ensuring traceability across the lifecycle.

Essential Requirements

- Minimum of a bachelor's degree, preferably in science, engineering, business administration
- 5 to 12 years of relevant experience as Business Analyst in digital transformation, CRM, or enterprise IT programs.
- Strong understanding of business process mapping, requirements gathering, and functional design.
- Experience working with Agile/Scrum delivery teams.
- Ability to translate business challenges into structured, clear, and actionable specifications.
- Strong analytical, documentation, and stakeholder communication skills

Desirable Requirements

- Exposure to Veeva/Salesforce CRM, or other large-scale CRM platforms.
- Experience working in pharma, commercial excellence, or multi-market transformation environments.
- Understanding of AI/ML-driven CRM use cases (e.g., next-best-action, predictive targeting, engagement analytics) and ability to translate business needs into data-informed requirements

Skills Desired

Requirements Analysis & Documentation, Business Process Design, Functional Specifications, User Stories & Acceptance Criteria, UAT & Change Management, Agile & Waterfall Delivery, Stakeholder Management, Data & Customer Insights Translation.

Why Consider 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

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. 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: Learn about all the ways we'll help you thrive personally and professionally. Read our handbook (PDF 30 MB)

International

Business Unit
Marketing

India

Hyderabad (Office)

Company / Legal Entity
IN10 (FCRS = INO10) Novartis Healthcare Private Limited

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

var config = { targetId: "kalturaplayer69e1da9bbd1c6641052369", provider: { widgetId: "10m7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: {}, sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu: false }, css : "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css", components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [{ presets: ['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get: KalturaPlayer.ui.components.Remove }] } }; // Check and add plugins only if they exist if (KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if (KalturaPlayer.plugins["transcript"]) { config.plugins["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 }; } if (KalturaPlayer.plugins["preventSeek"]) { config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; } config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) { config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible:

false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; }
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(KalturaPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
(KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents =
[]; if (KalturaPlayer.plugins["googleAnalytics"]) { 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"}); } catch (e) { console.error(e.message) }

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.

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