

## Associate Director - Reporting Transformation & AI Enablement

Job ID  
REQ-10073036

4月 29, 2026

India

### 摘要

The Associate Director will lead the modernization of commercial performance analytics, transforming traditional reporting into AI-enabled, insight-driven decision support. The role is responsible for architecting and delivering enterprise-grade BI and analytics solutions using modern data platforms such as Databricks and cloud data warehouses, while driving advanced KPI harmonization and scalable semantic models.

This leader will spearhead GenAI-powered conversational analytics, intelligent automation, and agent-based insight generation to shift from reactive dashboards to proactive performance management. The role partners closely with commercial stakeholders to embed analytics into strategic decision-making and ensure executive-ready storytelling.

Additionally, the Associate Director will build and mentor high-performing analytics teams, champion data governance and compliance, and foster innovation across modern analytics, AI, and automation capabilities.

# About the Role

Location: Hyderabad | #LI-Hybrid

Key Accountabilities:

## 1. Commercial Performance Analytics Strategy

- Define and execute the future-state vision for commercial performance analytics, evolving from static dashboards to AI-augmented, conversational, and proactive insights.
- Partner with senior commercial leaders to embed analytics into performance reviews, planning cycles, and execution tracking.
- Act as a thought leader for modern analytics platforms, advanced BI, and GenAI adoption within Commercial Reporting Analytics.

## 2. Advanced BI & Reporting Products

- Lead the design and delivery of enterprise-grade reporting and analytics products, leveraging:
  - Power BI/Angular (enterprise semantic models, optimized DAX, deployment pipelines)
  - Standardized KPI frameworks and reusable metrics layers
- Drive adoption of self-service analytics while maintaining strong governance, consistency, and performance.
- Transition reporting from dashboard-centric delivery to insight-centric experiences, including narrative and AI-generated explanations.

## 3. Modern Analytics & Data Platform (Core Focus)

- Architect and oversee analytics solutions built on modern platforms such as:
  - Databricks (Lakehouse architecture, Spark, Delta Lake)
  - Cloud data warehouses (Snowflake, BigQuery, Azure Synapse)
- Lead analytics engineering best practices, including:
  - Advanced SQL and dimensional / semantic data modeling
  - Good to have experience of building data ingestion pipelines using Databricks, Dataiku, Airflow, and cloud-native orchestration tools
- Partner with Data Engineering and IT to ensure:
  - Scalable, performant, and compliant data pipelines
  - Strong data quality, lineage, and governance controls

## 4. Advanced Performance Analytics & Insight Generation

- Drive advanced analytical approaches focused on commercial performance, including:
  - Sales performance tracking and trend analysis
  - Forecast versus actual performance monitoring
  - Promotional and campaign performance measurement
- Design scalable analytical frameworks that enable root-cause analysis, performance narratives, and actionable recommendations.
- Translate complex analytical outputs into clear, executive-ready insights.

## 5. Generative AI & Conversational Analytics

- Lead the design and deployment of GenAI-powered conversational analytics solutions, including:
  - Chatbots enabling natural-language interaction with commercial performance data
  - AI assistants delivering on-demand insights, explanations, and performance summaries
- Implement enterprise-ready GenAI architectures using:
  - Azure OpenAI / OpenAI / Vertex AI
  - Retrieval-Augmented Generation (RAG)
  - Secure prompt engineering, evaluation, and monitoring frameworks
- Ensure AI solutions adhere to pharma compliance, data privacy, and responsible AI standards.

## 6. Agent-Based Analytics & Intelligent Automation (Advanced / Emerging)

- Design and pilot agent-driven analytics capabilities that:
  - Monitor KPIs and detect performance anomalies
  - Proactively generate insight narratives and alerts
  - Automate recurring reporting and analytical workflows
- Collaborate with platform teams to evolve from reactive reporting to proactive, agent-enabled insight delivery.
- Evaluate emerging agent orchestration and workflow automation frameworks.

## 7. Stakeholder Engagement & Insight Storytelling

- Deliver compelling, executive-level storytelling through:
  - Interactive BI experiences
  - AI-generated narratives
  - Strategic presentations and leadership reviews
- Act as a trusted analytics advisor to senior commercial stakeholders.
- Influence decisions by clearly communicating what happened, why it happened, and what actions to take.

## 8. Team Leadership & Capability Building

- Lead, mentor, and develop analytics professionals across:
  - BI and analytics engineering
  - AI-enabled reporting and insight delivery
- Build team capability in modern analytics platforms, GenAI usage, and insight storytelling.
- Foster a culture of innovation, automation, and continuous improvement.

## Qualifications & Experience

## Education

- Bachelor ' s degree in Engineering, Computer Science, Information Systems, Statistics, Economics, or related field
- Master ' s degree or MBA preferred

## Experience

- 12+ years of experience in commercial performance and advanced analytics, reporting, GenAI
- Strong preference for pharmaceutical or life sciences commercial experience
- Proven experience leading enterprise analytics modernization initiatives

## Technical Skills (Modern Stack)

### Required

- Advanced expertise in Power BI/Angular (enterprise semantic models, DAX optimization, capacity management)
- Strong hands-on experience with SQL and analytics engineering
- Deep experience with Databricks/Dataiku (Lakehouse architecture, Spark, Delta Lake)
- Experience with orchestration tools (dbt, Airflow, cloud-native pipelines)
- Strong understanding of commercial performance data domains (sales, marketing, field activity)
- Solid data governance, security, and compliance mindset

### Highly Desired

- Experience building GenAI-powered chatbots or conversational analytics solutions
- Hands-on exposure to LLMs, RAG architectures, prompt engineering, and AI evaluation
- Familiarity with agent-based or autonomous analytics concepts
- Python experience for analytics automation and AI integration

## Leadership & Behavioral Competencies

- Strong executive presence and stakeholder management skills
- Ability to balance strategic vision with hands-on execution
- Comfortable driving innovation in complex, regulated environments
- Excellent communication and storytelling abilities

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/roadmap/people-and-culture>

Commitment to Diversity & Inclusion:

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

Values and Behaviors: Demonstrates and upholds Novartis values and behaviors in all aspects of work and collaboration.

Location: Hyderabad NKC. Hybrid | 3 days a week in office is mandatory.

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 \(PDF 30 MB\)](#)

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International

Business Unit

Marketing

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India

站点

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

```
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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 }; }
if (KalturaPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if
(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: "1_dgfvmafo"}); } catch (e) { console.error(e.message) }
```

## 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.

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