

Senior Manager - Consent and Preference Management

Job ID
REQ-10073056

3月 03, 2026

India

摘要

The Senior Manager (Product Lead) - Consent & Preference Management (CPM) collaborates closely with cross functional teams to refine and manage the product backlog, ensuring that customer needs and business goals are translated into actionable deliverables. By supporting the Product Owner, the Product Lead plays a key role in driving day to day progress and ensuring that the product roadmap is implemented successfully for Consent & Preference Management as a core Digital Trust capability.

The role is primarily focused on CPM, while remaining connected to the broader Digital Trust ecosystem and related capabilities where relevant.

About the Role

1 Product Ownership Support & Roadmap Delivery

- Supports the Product Owner by refining and articulating the product 's“What”and “Why”

based on a deep understanding of customer needs.

- Supports the Product Owner in defining the gold standard for launching CPM platform capabilities.
- Works with the Product Owner to manage and refine the product backlog, ensuring alignment with strategic objectives.
- Collaborate with the team to develop and adjust the product roadmap as priorities evolve.
- Owns the end to end product roadmap across product lifecycle stages.

2 Cross Market Harmonization

- Harmonizes the consent & preference structure across top markets according to global strategy and market needs, building a foundation for global scale.
- Helps align product and business goals across teams to support the future operating model.

3 Requirements, Quality & Delivery Readiness

- Partners with Product Managers and Business Analysts to write and refine epics and user stories.
- Identifies requirement gaps, misalignment, or ambiguity early and coordinates resolution across stakeholders.
- Undertakes defining acceptance criteria and testing features and functionalities from a user perspective.

4 Alignment & Stakeholder Management

- Acts as the connector between Business Product Owners, Technical Product Owners, country teams, and platform owners to ensure a shared understanding of business needs and delivery requirements
- Assists in maintaining the stakeholder map and informs prioritization decisions for the product roadmap.
- Coordinates alignment across Business, Technical, and Market teams to mitigate risk and unblock delivery dependencies.
- Fosters team autonomy and psychological safety while addressing organizational blockers and dependencies for smooth delivery.

5 Market Readiness & Capability Adoption

- Supports markets in understanding CPM functionality and aligning it to local engagement models. (from your additions)
- Guides markets through requirement intake, readiness assessment, and activation planning. (from your additions)
- Validates that newly delivered features are usable and fit for purpose through business oriented acceptance review (from your additions)

6 Capability Harmonization & Governance (Digital Trust Lens)

- Promotes standardization and reusable patterns to ensure scalable growth of CPM (and related Digital Trust products) as global capabilities.
- Ensures business use cases align with global data standards and key cross-product processes (e.g., CRM, SFMC, CDP, Web/Portal, MDM, DPDAI).
- Provides technical expertise on industry best practices and product-specific standards to guide development and strategy.

7 Ecosystem Integration & Implementation Support

- Designs a forward-thinking customer engagement ecosystem and supports its integration with future systems
- Facilitates technical discussions with vendors to ensure alignment of product requirements and integration solutions.
- Offers implementation support and expertise to ensure smooth deployment, troubleshooting, and operational success.

Essential Qualifications & Experience

- Bachelor's or Master's degree in Marketing, Technology, Data Science, or a related field.
- Deep understanding of MarTech platforms and architecture. Proven experience in driving business use cases for omnichannel journeys using MarTech ecosystems, including OneTrust, CRM, MDM, Consent Management, Web Analytics, and campaign tools.
- Experience in leading global-scale implementations and transformation initiatives related to customer data.
- Experience working in regulated or pharma environments is preferred.

Leadership & Soft Skills

- Strategic and systems thinker with a solid grasp of data-driven marketing transformation.
- Strong stakeholder management skills, with the ability to influence in a highly matrixed global organization.
- Exceptional communication and storytelling skills, especially in translating data and architecture concepts into business value.
- Ownership mindset with a passion for building scalable, sustainable marketing data solutions.

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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>

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部门

International

Business Unit

Marketing

地点

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

```
function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||  
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =
```

```
document.getElementById("kalturaplayer69a6c89738b14214562516"); 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 < 480) {
var config = { targetId:
"kalturaplayer69a6c89738b14214562516", 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 } };
```

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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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