

Associate Director - Web Platforms

Job ID
REQ-10073061

3月 03, 2026

India

摘要

Novartis ambition is to be a recognized leader in Data, Analytics, AI & Platforms (DAAP). The DAP group seeks a highly motivated leader for the Web & Mobile Platforms. This role is aimed at enabling & managing digital marketing platforms for international, region and countries (IRC) to support and drive commercial activities.

This leader will be a product expert in Web Platforms and support the International Product Owner to deliver platform capabilities and governance model for multi-tenant digital marketing platforms for IRC to provide excellence in customer engagement and commercial processes. Responsible for leading operationalizing web (NovartisPro), social listening, sentiment analysis, and mobile platforms (Sprinklr): right from strategy, features, execution, and change management; leading a team of internal & external associates and collaborating with DAAP & DDIT senior leadership, vendors and other key stakeholders.

Provide 'Thought Leadership' abilities and expertise in shaping omnichannel solutions for brands strategies, customer journeys and campaigns management. Design, coordinate, support commercial business decisions identify potential marketplace opportunities. Support commercial plans, marketing campaigns executions and growth initiatives across the IRC, enabling digital platforms.

About the Role

Key Responsibilities:

- Responsible for implementing platform capabilities, governance, operations, and work planning.
- Oversee the excellence in the definition, execution and operations of the orchestration of the digital platform solutions that drive customer engagements.
- Monitor efficiencies of the digital marketing platforms and measure impacts of the business operations and decision-making processes.
- Gather business requirements, visions and strategies from the business process owners from business units and translate into tactical executions across the digital marketing ecosystem.
- Contribute to defining the DAP strategy, creating omnichannel platform objectives and tactics
- Work closely with country teams to carefully customize the orchestration of the digital marketing platforms for local needs while preserving standardization for implementation at scale and speed.
- Collaborates with ethical, legal, and compliance teams to apply governance, risk minimization and appropriate use based on platform for fully compliant procurement, data protection & consumption while maximizing automation and integration with the tech, data and analytics ecosystems.
- Accountable and responsible to plan and manage budget, resources, timelines of the solutions lifecycles and change management.
- Keep abreast of the latest thinking and best-in-class practices for marketing platforms within the industry.

Essential Requirements:

- Graduate degree (ideally MSc/PhD) in a quantitative field (IT, Marketing Analytics, AI, Data Science, Bioinformatics, Engineering, Mathematics, Statistics, etc.).
- 10+ years of experience in technology, data, analytics, IT, or a similar role.
- 5+ years of Marketing Infrastructure, Pharmaceutical/Biotech/Healthcare and Consumer experience in analytics. Deep hands-on understanding of pharma data sets and use cases.
- Strong understanding of end-to-end pharma value chain commercialization process, and experience with marketing and sales analytics.
- Experience with Agile ways of working.

Desirable Requirements:

- Hands-on and leadership experience in data, tech and analytics environments, with experience in building AI solutions embedded in marketing platforms such as CRM, SFMC, Web, Sprinklr ecosystems, social media, etc.
- Experience in deploying commercial platforms with big and cloud data architectures, with ability to independently conduct various digital platforms on pharma commercial data.

Skills Desired

Agility, Brand Awareness, Cross-Functional Collaboration, Customer Engagement, Customer Experience, Customer Insights, Data Strategy, Digital Marketing, Go-To-Market Strategy, Influencing Skills, Inspirational Leadership, Marketing Strategy, Media Campaigns, People Management, Product Marketing, Product Roadmap, Return on Investment (ROI), Stakeholder Engagement, Stakeholder Management, Strategic Marketing

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

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("kalturaplayer69a6bb342601f824354380"); 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 <= deviceWidth) { var config = { targetId:
"kalturaplayer69a6bb342601f824354380", 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
```

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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

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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