

Head of Integrated Insights, Data Analytics & Platforms

Job ID
REQ-10073111

3月 09, 2026

Mexico

摘要

The Head of Integrated Insights, Data Analytics & Platforms enables decision making and execution excellence by delivering integrated, actionable insights., maintaining a trusted data view, and driving adoption of data/analytics and key digital platforms aligned with International DAP guidance. The role bridges strategy and execution by translating priorities from Commercial, Medical and Value & Access into insight questions, dashboards, reporting and platform requirements, ensuring compliant, fit for purpose local delivery.

Location: M é xico City, CDMX
#LI-Hybrid

Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

About the Role

Key Responsibilities:

Integrated Insights & Market Understanding

- Deliver actionable insights from primary/secondary research, competitive intelligence, and internal/external data to support TA, Medical and V&A priorities.
- Support insight planning (e.g., patient journey, segmentation inputs, market sizing, drivers/barriers) and ensure efficient reuse of existing international research via knowledge platforms before launching new studies.

Performance Analytics, Dashboards & Reporting

- Co-create and maintain dashboards and reporting that track critical cross functional metrics (Commercial/Medical/Access) aligned with International requirements (e.g., ICE/IMEx reporting).
- Translate business questions into measurable KPI frameworks and reporting cadences to improve decision quality and performance tracking

Data Management & “Single Trusted View” (Local)

- Maintain and improve a federated, trusted view of business critical data (e.g., HCP, sales, field metrics) across internal/external sources.
- Define local business rules for data processing and support data quality for BEST reporting across Commercial, Medical and Access, aligned with governance frameworks.

Platforms Enablement (DAP) & Adoption

- Support local deployment and adoption of International DAP solutions and platforms (marketing, medical/access, CRM and related tools), including change management and user enablement.
- Gather local requirements, coordinate implementation with DDIT/vendors, and track adoption and value realization

AI / GenAI Use Cases (Local Execution Support)

- Support implementation and scaling of AI/GenAI use cases that enhance customer engagement and productivity, ensuring responsible use and uptake through training and adoption actions.

Stakeholder & Vendor Coordination

- Act as a key interface between business stakeholders (TA, Medical, Access, Finance) and DAP/DDIT/vendor partners to align deliverables, timelines and priorities
- Support vendor coordination and budget tracking for research, analytics and platform-related services.

Essential Requirements:

Education:

- University degree in Business, Life Sciences, Data Analytics, Economics, Engineering, or related field.
- Advanced or specialized training in analytics, digital, data, or market research is a plus.

Languages:

- English, Country language desirable.

Experience:

- Solid experience in integrated insights, analytics, market research, data, digital platforms or performance reporting, preferably within pharma, healthcare, or other regulated industries.
- Hands on experience translating business questions into insights, dashboards, analytics outputs, or platform requirements.
- Practical exposure to primary and secondary market research, competitive intelligence, and use of internal and external data sources.
- Working knowledge of data quality, governance, and compliance (e.g. data privacy, promotional standards, medical/commercial separation).
- Experience supporting or coordinating CRM, analytics, or digital platform deployment and adoption, including user enablement and change management.
- Familiarity with AI / GenAI use cases applied to analytics, customer engagement, or productivity is desirable.
- Strong stakeholder management skills, with the ability to work effectively with Commercial, Medical, Value & Access, Finance, IT/DAP, and external vendors.
- Ability to communicate insights clearly and deliver decision ready outputs for different audiences.

Commitment to Diversity & Inclusion:

We are 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 \(PDF 30 MB\)](#)

部门

International

Business Unit

General Management

地点

Mexico

站点

INSURGENTES

Company / Legal Entity

MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.

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("kalturaplayer69b362e443ef2695654460"); var mediaContainer =
mediaElement.closest('.nc-kultura-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 < originalWidthValue) {
var config = { targetId:
"kalturaplayer69b362e443ef2695654460", 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: "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 work with and provide 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 tas.mexico@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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