

Associate Director - AI & Analytics for Customer Engagement

Job ID
REQ-10074121

3月 23, 2026

Spain

摘要

#LI-Hybrid

Location: Barcelona, Spain

Relocation Support: This role is based in Barcelona, Spain. Novartis is unable to offer relocation support: please only apply if accessible.

Power the future of our marketing technology ecosystem by turning data into meaningful customer experiences at scale. As Associate Director, AI & Analytics for Customer Engagement, you will lead the end to end design, development, deployment, and operations of artificial intelligence, machine learning, and generative artificial intelligence solutions—embedding them into customer relationship management systems, Salesforce Marketing Cloud, web experiences, and social channels. You ' ll collaborate with Data, Analytics and Marketing Platforms, Commercial Launch Strategy, and International/Regional/Country partners to translate insights into action, standardize global solutions while adapting to local needs, and drive measurable commercial impact. You will also shape roadmaps, prioritize investments, build capabilities, and monitor performance within a culture that values co creation, agility, and clarity in complex, fast changing environments.

About the Role

Key Responsibilities:

- Lead end to end delivery of AI and analytics solutions that elevate customer engagement across the marketing technology ecosystem.
- Manage and evolve scalable analytics products that drive actionable, data driven insights for commercial decision making.
- Build, deploy, and operationalize AI, machine learning, and generative artificial intelligence capabilities within marketing and engagement platforms.
- Adapt global AI and analytics solutions to country needs while safeguarding standardization, quality, and scalability.
- Partner with cross functional teams to identify opportunities and translate insights into measurable commercial impact.
- Collaborate with Data, Analytics and Marketing Platforms to ensure seamless platform integration and performance.
- Provide strategic input on prioritization, capability building, and roadmaps for AI and analytics in customer engagement.
- Support budgeting, resource planning, timelines, and change management efforts across solution lifecycles.
- Ensure marketing technology embedded AI solutions align with commercial objectives and evolve with platform advancements.
- Monitor solution performance, optimize workflows, and promote best practices within a co creation, agile environment.

Essential Requirements:

- Graduate level degree in a quantitative field such as data science, engineering, or mathematics.
- At least six years of experience in data analytics, marketing science, or customer engagement analytics within marketing technology environments.
- Minimum six years working in the pharmaceutical, biotechnology, or healthcare sector in analytics or artificial intelligence driven commercial roles.
- Demonstrated experience designing and developing artificial intelligence, machine learning, and generative artificial intelligence solutions, including those using unstructured data.
- Proven ability to integrate artificial intelligence and analytics capabilities into customer relationship automation platforms, and digital engagement ecosystems. management systems, marketing
- Strong understanding of the pharmaceutical value chain, including field, marketing, and sales analytics.

Desirable Requirements:

- Hands on experience working within agile methodologies and contributing to iterative solution

delivery.

- Ability to translate complex analytical outputs into practical recommendations that support commercial decision making.

Benefits and Rewards:

Company Pension Plan, Life and Accidental Insurance, Meals Allowance or Canteen in the office, Flexible working hours. Read our handbook to learn about all the ways we ' ll help you thrive personally and professionally: [Novartis Life Handbook](#)

Commitment to Diversity and Inclusion / EEO

Novartis is 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

Marketing

地点

Spain

站点

Barcelona Gran V í a

Company / Legal Entity

ES06 (FCRS = ES006) Novartis Farmac é utica, S.A.

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("kalturaplayer69c24a5e2d3dc853459720"); 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:
"kalturaplayer69c24a5e2d3dc853459720", 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.

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