

## Director, Platform Enablement (4 Positions)

Job ID  
REQ-10074371

3月 24, 2026

USA

### 摘要

#LI-Hybrid

Novartis is on a mission to transform medicine and improve lives worldwide. As a global leader in healthcare, we leverage advanced technology and data to deliver patient-centric solutions, enhance customer engagement, and drive innovation. The Insights and Decision Science (IDS) team is dedicated to enabling improved decision making at Novartis by leveraging superior data to identify actionable insights that drive enhanced performance. The US CRM organization sits within IDS and plays a crucial role in driving the transformation to a Customer 360 operating model.

Reporting to the Executive Director, CRM Adoption & Enablement, this role serves as the enablement lead for one or many functions, responsible for translating CRM capabilities into practical, intuitive, and high-impact experiences that drive sustained adoption and commercial value for field teams and/or internal users.

The Director, Platform Enablement is responsible for driving CRM adoption and enablement for teams across Novartis US. This role ensures that users are equipped with the training, tools, and real-world support needed to effectively leverage CRM capabilities in their customer and partner

interactions and workflows.

This position will be located at the East Hanover, NJ site and will not have the ability to be located remotely. This position will require 15% travel as defined by the business (domestic and/ or international).

There are 4 positions available.

## About the Role

Major Accountabilities:

### Enablement Strategy & Delivery

- Develop and execute a comprehensive enablement strategy for users, aligned with CRM transformation goals and function-specific objectives
- Design and deliver role-specific training programs, job aids, and enablement resources tailored to different user personas, including, for example, field sales and customer engagement workflows
- Align enablement strategy with commercial performance goals such as targeting effectiveness, call execution quality, and customer engagement metrics
- Design and implement train-the-trainer sessions to build internal expertise and scale enablement efforts. Empower selected field leaders and subject matter experts to deliver training, coach peers, and reinforce CRM adoption across teams.
- Partner with Medical, Sales and Commercial leadership and enablement teams to understand user needs, pain points, and adoption barriers specific to customer-facing interactions
- Drive AI and on-platform strategies to deliver best-in-class enablement outcomes. This includes leveraging advanced analytics, automation, and platform-native capabilities to enhance training, support, and adoption, ensuring field teams benefit from innovative, data-driven enablement solutions.

### Adoption & User Experience

- Own and drive adoption KPIs, establishing metrics that reflect sustained CRM engagement and commercial impact
- Drive sustained adoption of CRM capabilities through proactive engagement, coaching, and field support
- Conduct field engagement activities (e.g., ride-alongs, field feedback sessions) to create practical, field-ready enablement and understand real-world challenges

- Monitor adoption metrics and user feedback to identify gaps and continuously improve enablement approaches
- Collaborate with CRM product teams to advocate for field user needs and influence platform enhancements

#### Cross-Functional Collaboration

- Partner with Communications to ensure users receive timely, relevant messaging about CRM updates and initiatives
- Collaborate with other Platform Enablement leads to share best practices and ensure consistency across enablement programs
- Coordinate with IT, training, and commercial operations teams to synchronize enablement activities with system rollouts and sales cycles
- Engage in matrix leadership across a diverse portfolio of stakeholders without direct authority

#### Governance & Reporting

- Establish enablement governance standards for to ensure quality, consistency, and field impact
- Track and report on vertical adoption KPIs, training completion, user satisfaction, and field-driven commercial metrics for function-specific audiences
- Present enablement progress and insights to executive leadership and Commercial stakeholders
- Partner with the ED to drive sustained adoption of CRM capabilities

Novartis seeks an accomplished enablement and change management leader with demonstrated success driving technology adoption within commercial functions. Strong understanding of commercial operations, field dynamics, and the ability to translate complex capabilities into field-ready experiences are essential.

#### Essential Requirements:

- Bachelor's degree required; Master's degree, MBA, or commercial/sales operations background preferred
- 7+ years in enablement, training, consulting, change management, or related roles, preferably supporting Sales, Medical, Customer/Patient Engagement, or field force functions
- Demonstrated success driving adoption of CRM or enterprise technology solutions within commercial or sales teams
- Proven ability to coach and influence leadership and field teams on technology adoption and best practices
- Strong understanding of pharmaceutical workflows, customer/patient engagement practices,

and field operations

- Experience working closely with field teams to understand practical, real-world enablement needs and create field-ready solutions
- Experience designing and delivering role-specific training and enablement programs at scale to diverse populations
- Excellent stakeholder management skills with the ability to partner effectively with leadership and field teams
- Proven matrix leadership experience in complex pharmaceutical or healthcare enterprise environments
- Knowledge of CRM platforms (Salesforce, Veeva) and their application in commercial sales contexts

#### Novartis Compensation Summary:

The salary for this position is expected to range between \$185,500 and \$344,500 per year.

The final salary offered is determined based on factors like, but not limited to, relevant skills and experience, and upon joining Novartis will be reviewed periodically. Novartis may change the published salary range based on company and market factors.

Your compensation will include a performance-based cash incentive and, depending on the level of the role, eligibility to be considered for annual equity awards.

US-based eligible employees will receive a comprehensive benefits package that includes health, life and disability benefits, a 401(k) with company contribution and match, and a variety of other benefits. In addition, employees are eligible for a generous time off package including vacation, personal days, holidays and other leaves.

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 \(PDF 30 MB\)](#)

## EEO Statement:

The Novartis Group of Companies are Equal Opportunity Employers. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status.

## Accessibility & Reasonable Accommodations

The Novartis Group of Companies are 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 application process, or to perform the essential functions of a position, please send an e-mail to [us.reasonableaccommodations@novartis.com](mailto:us.reasonableaccommodations@novartis.com) or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

部门

US

Business Unit

General Management

地点

USA

状态

New Jersey

站点

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

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("kalturaplayer69c38393a4f02459972311"); 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:
"kalturaplayer69c38393a4f02459972311", 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**

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