

Marketing Platforms & Digital Innovation Manager

Job ID
REQ-10074671

4月 09, 2026

Mexico

摘要

#LI-Hybrid

Location: Mexico City, Mexico

Drive local adoption, change management, and business value realization of marketing and engagement platforms, including partial accountability for CRM from a user experience and go to market perspective, in alignment with International DAP strategy.

Job Dimensions

Number of associates: Individual contributor (coordinates DDIT, vendors, agencies)

Decision making: Prioritizes platforms enhancements, change releases, adoption actions and measurement plan aligned with International guidance; recommends process changes for CRM usage standards and compliant data capture.

External/internal stakeholders interface: TA Marketing/Sales, Customer Excellence, Field Excellence/CRM owners, DDIT, International CLS DAP/BSI DAP Ops, Medical/V&A as applicable, external system vendors.

Impact on the Organization

Improves customer engagement execution by ensuring global platforms are adopted, compliant, measurable and reliable, enabling consistent field execution, better customer data capture, and faster scaling of CRM-enabled innovation.

About the Role

Major Accountabilities

Ownership & Operations (Core Accountability)

- Ownership or operational management of non-CRM platforms (e.g., SFMC, C360, Snowflake, BEST, OnePSP, content platforms, AI platforms).
- Core data infrastructure, data pipelines, and enterprise data governance beyond CRM-specific capture standards.
- Act as business co owner of CRM from a Marketing, Field Enablement and User Adoption perspective.
- Partner with the CRM Users & Platforms Manager on: User experience improvements, training needs and feedback loops from Marketing and Sales
- Be a change agent that is empowered to take smart risks and support the operations with the right governance
- Act as a bridge between global teams and local execution, ensuring alignment, adoption, and measurable business impact across markets.

Marketing Platforms & MarTech Enablement

- Manage local adoption of key platforms (e.g., SFMC, content/asset areas, C360 where relevant) aligned with International DAP guidance, ensuring platform interoperability with CRM when required.
- Define country-level roadmap: vision, objectives, success measures, and prioritized backlog for platform improvements.
- Drive adoption and manage locally platforms such as SFMC, OnCore, BEST, C360, Digital Trust, Novartis Pro and Content Management areas, VIP tool for ICE segmentation, Zaidyn, IDS+, CRM of the future, VoC, DRO, Snowflake, OnePSP, CCPD and other marketing platforms enable users to consume information & engage with customers to support commercial, MA and V&A teams.
- Gather, understand, and analyze assets/platforms performance to optimize operations and provide the best experience through the right channel and with compelling personalized content.

Digital Innovation & AI Enablement (in service of CRM/engagement)

- Collect local needs and co-define pilots/innovation roadmap with International DAP and DDIT;

scale what works with adoption plans and training in coordination with capability building.

Compliance, Data Governance & Vendor Coordination

- Ensure compliance, security and reliability are embedded in platform operations (access control, auditability, privacy and promotional standards).
- Manage vendors and SLAs for CRM/platform support; coordinate with stakeholders on timelines and dependencies.

Key Performance Indicators

- CRM adoption: active user rate, usage frequency, and completion rate of key CRM processes.
- CRM data quality score (completeness, accuracy, timeliness) and reduction of rework due to poor capture.
- CRM release readiness and delivery: on-time deployment, incident rate, and mean time to resolution.
- Stakeholder satisfaction (Marketing/Field/Customer Excellence) with CRM usability, reliability and enablement effectiveness.

Ideal Background

Education: Business, Engineering, Data/Analytics, Digital, Marketing, related.

Languages: English + local language is a must.

Experience/Professional Requirement:

- Familiarity with MarTech/marketing operations, measurement/tagging concepts, and working with IT/DDIT and vendors.
- Experience supporting or coordinating CRM, analytics, or digital platform deployment and adoption, including user enablement and change management.
- Working knowledge of data privacy, access controls, and compliant data capture practices in CRM contexts.
- +5 years of broad experience in digital assets including iSFMC, Drupal, Veeva, C360 and omnichannel platforms
- Success track of operating digital assets and CRM operations
- Experience managing digital solutions and/or enhance digital channel integration

Capabilities

- Critical thinker and problem solver
- Strong project management skills
- Strong Analytical skill and data driven thinking
- Excellent communication (written and verbal)

- Change management mindset
- Desired: Pharma experience
- Ability to convert global strategy into executable local plans without dilution
- Ability to influence without formal authority

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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

```
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"1Qm7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause:
false, allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: {},
sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
showSpeedMenu: false }, css : "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css",
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(KalturaPlayer.plugins["transcript"]) { config.plugins["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 }; } if (KalturaPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible:
false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; }
if (KalturaPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if
(KalturaPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
(KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents =
[]; if (KalturaPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {};
config.plugins.googleTagManager.customEventsTracking = {};
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
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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: "1dgfvmafo"}); } catch (e) { console.error(e.message) }
```

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