

## Associate Director CRM Platforms

Job ID  
REQ-10075285

4月 13, 2026

Spain

### 摘要

The Associate Director, CRM Platforms will act as Product Owner for specific components and capabilities within the new Salesforce Life Sciences Cloud-based platform across 90+ international markets. The role will shape process design, validate requirements, and partner with technology teams to deliver high-impact CRM capabilities—supporting a smooth global rollout and sustained adoption.

### About the Role

#### Key Responsibilities

- Own and refine the product backlog by translating business needs into prioritised, well-defined user stories.

- Validate functional designs and configurations against business requirements, ensuring harmonisation, compliance, and alignment to global standards.
- Partner with cross-functional teams and stakeholders to define business processes and enable seamless integration across systems and channels.
- Bring subject-matter expertise across CRM modules (e.g., call planning, segmentation and targeting, journey orchestration and engagement, and omnichannel capabilities).
- Contribute to backlog prioritisation, sprint planning, and acceptance criteria, working closely with development and delivery teams.
- Review and validate system builds, support UAT, and help drive business readiness for deployment.
- Spot process gaps, risks, and improvement opportunities, and drive continuous optimisation of CRM capabilities.
- Enable change, training, and adoption by sharing product insights and supporting an effective rollout.
- Serve as a go-to point of contact for subject-matter questions, enabling clarity, alignment, and timely decision-making.
- Lead business demonstrations that showcase new CRM capabilities and connect features to end-to-end business processes.

## Essential Requirements

- 10-12 years ' relevant experience in technology delivery and/or software development.
- Strong experience with pharma CRM platforms, including a deep understanding of core modules and processes.
- Experience working in Agile delivery models, including backlog management, sprint planning, and stakeholder collaboration across global teams.
- Strong stakeholder management and communication skills, with the ability to influence senior leaders and build alignment across markets.
- Proven ability to lead cross-functional teams in global or multi-market environments.
- Excellent communication and facilitation skills, including experience engaging stakeholders at executive level.

## Desirable Requirements

- Experience leading major transformation programmes with internal teams and external

implementation partners.

- Experience with Veeva/Salesforce CRM or other large-scale CRM platforms.
- Experience in pharma, commercial excellence, and/or multi-market transformation environments.

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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

```
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false, playlistEvents: false, castEvents: false } }; }
```

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kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other
```

```
media. kalturaPlayer.loadMedia({entryId: "1_dgfvmafo"}); } catch (e) { console.error(e.message) }
```

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