

## Data Lead - Marketing Platform Ops (M/SM)

Job ID  
REQ-10077192

5月 08, 2026

India

### 摘要

We are seeking a CRM Data & Integration Specialist to support a global CRM transformation program transitioning from Veeva CRM to Salesforce Life Sciences Cloud.

This role will act as a critical bridge between country business teams, data owners, and technical teams, ensuring high-quality data migration, accurate integration mapping, and seamless transition into the new CRM ecosystem.

The ideal candidate brings strong data management expertise, a functional understanding of commercial systems, and hands-on experience in either Veeva CRM or Salesforce LSC environments.

### About the Role

Location - Hyderabad #LI Hybrid

## Key Responsibilities:

### Data Migration & Country Data Readiness:

Provide country-specific data inputs and context to support CRM data migration, including identification and documentation of local data sources, ownership, and system dependencies. Ensure alignment between global and local data models by supporting data mapping, transformation logic, and validation of migration rules.

### Data Quality & Validation

Validate business data requirements and ensure country data readiness for migration by identifying data quality issues, inconsistencies, and gaps across source systems. Collaborate with data teams to drive data cleansing, enrichment, and standardization, and establish country-level checks to ensure completeness, accuracy, and compliance.

### Commercial Systems Integration Support

Provide clarity on the country-specific commercial ecosystem, including marketing, consent, MDM, and analytics systems, and map data flows and integration touchpoints between CRM and upstream/downstream systems. Support integration design by highlighting local constraints and regulatory considerations, and coordinate with cross-functional teams to ensure alignment of integration logic.

### Post-Migration Validation & Hypercare Support

Perform post-migration data validation and reconciliation by reviewing migrated data against business expectations and ensuring accuracy and completeness. Identify, log, and track data defects, and collaborate with country and global teams during hyper care to resolve discrepancies and drive issue closure.

### Essential Requirements:

- Strong Data Management expertise (data mapping, migration, validation, governance)
- Experience with CRM platforms - either Veeva CRM or Salesforce Solid understanding of data lifecycle in CRM ecosystems
- Good understanding of commercial platforms integrated with CRM
- Strong understanding of pharma commercial operations / HCP engagement models
- Awareness of country-specific regulatory and compliance considerations Strong stakeholder management across country and global teams
- Ability to work in cross-functional, multi-geography environments

## Desirable Requirements:

- Experience in CRM migration programs (Veeva or Salesforce highly preferred)
- Familiarity with Salesforce Life Sciences Cloud data model
- Exposure to data migration tools, ETL processes, or integration middleware
- Experience working in global rollout programs across multiple countries
- Strong Project Manager experience with strong consulting skills.

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部门

International

Business Unit  
Marketing

地点  
India

站点  
Hyderabad (Office)

Company / Legal Entity  
IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

```
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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:
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(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:
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(KalturaPlayer.plugins["info"]) { config.plugins["playkit-js-info"] = { disable: true }; } if
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config.plugins.googleTagManager.customEventsTracking.custom = [];
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false, playlistEvents: false, castEvents: false } }; }
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media. kalturaPlayer.loadMedia({entryId: "1_dgfvmafo"}); } catch (e) { console.error(e.message) }
```

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