

Customer Excellence and Capability Building Head

Job ID
REQ-10077326

5月 05, 2026

Romania

摘要

#LI-Hybrid
Location: Bucharest, Romania

The Customer Excellence and Capability Building Head is accountable for orchestrating the International Commercial Excellence (ICE) and International Patients Experience/Activation (IPEX) frameworks at country level. As part of the Execution Excellence enabling unit, the role enables Commercial, Medical and Value & Access teams to deliver superior customer and patient experience by establishing clear ways of working, strong process governance, and actionable performance insights, while decisions and budgets remain with the respective functions.

About the Role

Key responsibilities

- Orchestrate, deploy, and sustain International Commercial Excellence (ICE) ways of working at country level, including processes, governance, roles, RACIs, and documentation.
- Coordinate ICE deployment plans, timelines, workshops, and performance conversations with Therapeutic Area teams in alignment with local business priorities.
- Ensure ICE metrics, dashboards, and KPIs are embedded into local performance discussions while commercial ownership remains with TAs.
- Monitor ICE adoption and process adherence across brands, identify gaps, and drive continuous improvement actions in collaboration with Capability Building.
- Plan and manage handshakes between Therapeutic Areas, Production Hub, CLS, Customer Excellence, and Data, Analytics & Platforms for content creation, localization, tagging, and activation.
- Localize and operationalize the IPEX framework, coordinating patient journey mapping, experience standards, and activation steps in line with international guidance and local compliance.
- Harmonize templates, checklists, and quality standards for ICE and IPEX initiatives to ensure consistency, efficiency, and avoidance of duplication.
- Partner with Integrated Insights and DAP to provide dashboards and reports that offer actionable visibility on ICE and IPEX process performance.
- Lead root-cause analysis and continuous improvement initiatives to simplify processes, reduce cycle time, and strengthen execution quality.
- Define and oversee the capability building strategy across Marketing, Sales, Value & Access, and Medical Affairs, ensuring aligned deployment, adoption, and effectiveness.

Requirements

- Bachelor ' s degree in business, life sciences, or a related field with 7-10 years of relevant experience in commercial excellence, customer excellence, marketing operations, or process excellence; advanced degree preferred; fluency in English and country language required.
- Strong experience designing, documenting, and improving end-to-end processes across multiple teams, including governance, KPIs, and performance tracking.
- Demonstrated ability to build pragmatic processes, RACIs, SOPs, and connect them to measurable outcomes.
- Experience working with dashboards and performance data to identify gaps and drive continuous improvement.
- Good understanding of compliance and governance requirements related to promotional, non-promotional, and patient experience activities.
- Ability to translate complex international frameworks into clear, practical guidance for local teams.
- Strong stakeholder management skills, partnering effectively across Commercial, Medical Affairs, Value & Access, and enabling functions.
- Excellent communication skills with the ability to influence without direct authority.
- Structured, detail-oriented, and improvement-focused mindset with a strong execution orientation.

Commitment to Diversity & Inclusion:

We are 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

Sales

地点

Romania

站点

Bucuresti

Company / Legal Entity

RO07 (FCRS = RO007) NOVARTIS PHARMA SERVICES ROMANIA S.R.L

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

```
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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"]) {
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config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
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false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; }
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(KalturaPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
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[]; if (KalturaPlayer.plugins["googleAnalytics"]) { 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 } }; }
```

```
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kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var
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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