

Data Analytics Planning Manager

Job ID
REQ-10077351

5月 05, 2026

Romania

摘要

#LI-Hybrid
Location: Bucharest, Romania

The Data Analytics Planning Manager translates international digital strategy into localized, fit-for-purpose solutions that maximize patient reach for priority brands, strengthen execution, and elevate decision quality. The role drives the deployment, change management and adoption of digital platforms, data and analytics solutions aligned with business goals, while enabling robust reporting and AI-enabled capabilities across Commercial, Medical Affairs and Value & Access teams.

About the Role

Key responsibilities

- Translate international digital, data and analytics strategies into a country-specific roadmap

- aligned with business priorities across Commercial, Medical Affairs and Value & Access.
- Own and maintain a federated, trusted view of business-critical data, defining data sources, processing rules, quality standards and governance in alignment with international frameworks.
 - Design, deliver and continuously improve analytics, dashboards and reporting that support decision-making, KPI tracking and cross-functional performance management.
 - Ensure compliant database management for Medical, Commercial and Access data, including data access rules, quality assurance and automation opportunities.
 - Lead deployment, adoption and lifecycle management of marketing, medical and access technology platforms following international guidance and local needs.
 - Define country-level digital product vision, objectives, success measures and implementation roadmap in close partnership with internal stakeholders.
 - Enable IMEx and ICE technological readiness including platform configuration, tagging, content integration and analytics reporting.
 - Drive change management, user adoption and training to maximize value realization from digital platforms and data solutions.
 - Manage AI and GenAI use cases for customer engagement, medical, value & access and internal productivity, ensuring responsible and compliant implementation.
 - Collect and translate local requirements to co-shape AI and digital roadmaps with international and regional teams.
 - Oversee DAP budget and manage external technology vendors, ensuring performance against SLAs and alignment with strategic objectives.
 - Foster a high-performance, innovative culture by leading through Novartis Leadership Expectations and supporting capability development.

Requirements

- University degree in bioscience, business administration or a quantitative/technical field, fluency in English and local language, with 5+ years of experience in pharma or biotech data, analytics or digital platform roles.
- Strong experience translating complex data, analytics and digital initiatives into clear business value and executive-ready insights.
- Hands-on understanding of advanced analytics, AI and machine learning concepts including responsible AI practices, risk management and impact measurement.
- Proven experience working within international data strategy, governance and compliance frameworks related to privacy, consent and promotional standards.
- Solid background in deploying and managing marketing, medical and access technology platforms within a matrix organization.
- Experience defining and scaling AI-enabled use cases across customer engagement, medical, value & access or internal productivity.
- Strong stakeholder management and cross-functional collaboration skills across commercial, medical, access and global teams.
- Demonstrated ability to design KPI frameworks, automate reporting and drive adoption across diverse user groups.
- End-to-end vendor management experience including selection, contracting, performance management and benefits realization.
- Strong change management capabilities with focus on user enablement and sustainable adoption.
- High integrity mindset with strong understanding of industry compliance requirements and

local regulations.

- Comfortable operating in complex environments and driving innovation, scalability and continuous improvement.

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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"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 = [];
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"}); } catch (e) { console.error(e.message) }
```

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