

## Senior Analyst, CRM, Data Integrations

Job ID  
REQ-10077599

5月 15, 2026

India

### 摘要

We are seeking a Senior Analyst, CRM to support the integration and migration of CRM platforms, data, and field force operations as part of a large-scale acquisition and platform change programs. This role focuses on ensuring that CRM data, configurations, business logic, and field-facing functionality are assessed, mapped, and migrated into the target organization's / target platform 's CRM ecosystem with minimal disruption to field operations and customer engagement.

The individual will act as a bridge between CRM product teams, data engineering, field operations, and business stakeholders from both entities – coordinating data integration requirements, managing enhancement and release readiness during transition, and ensuring data quality and adoption continuity throughout the migration lifecycle.

### About the Role

Key Responsibilities:

Location: Hyderabad # Hybrid

- CRM discovery & documentation of the current platform configuration (data model, automation, rules) and integration touchpoints
- Cross-platform mapping & gap analysis between source and target CRM (field definitions, business logic), producing a field-level crosswalk
- Integration coordination across upstream data teams (for example master data and segmentation) and downstream consumers (analytics, reporting, dashboards)
- Migration wave readiness & coordination, including timelines, testing dependencies, stakeholder communication, and roadmap support
- Testing & quality assurance across unit/integration/UAT with defined data-quality checkpoints
- Adoption & change support post-migration, tracking usage, addressing adoption gaps, and reinforcing governance
- Continuous improvement to strengthen data quality, streamline integrations, and improve field user experience

Essential Requirements:

- Education: Bachelor ' s degree in a relevant discipline
- Experience: 3-5+ years with field CRM platforms (Veeva, Salesforce Health Cloud, IQVIA OCE, etc.)
- Strong understanding of pharma field operations (call planning, territory alignment, sample management, closed-loop marketing)
- Practical knowledge of CRM data models and configuration (objects, relationships, workflows, validation rules)
- Proven experience in CRM migration / platform transition / system consolidation (not just BAU administration)
- Hands-on exposure to data mapping and field-level crosswalk creation
- Experience coordinating end-to-end data integration flows (MDM, segmentation, analytics, reporting)
- Exposure to testing and quality assurance in migration contexts (UAT, defect tracking, test plans)
- Strong analytical mindset and ability to support data-driven decisions. Strong communication & stakeholder coordination skills . High attention to detail and documentation rigor.

Desirable Requirement:

- CRM platform certifications (e.g., Salesforce Admin, Veeva CRM certification, or equivalent).
- Prior experience in US or global field operations teams within the pharma/life sciences industry.
- Experience with CRM-adjacent systems such as alignment/roster tools, incentive compensation, content management (CLM/Approved Email), or sample accountability platforms.

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.

## Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to [diversityandincl.india@novartis.com](mailto:diversityandincl.india@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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US

Business Unit  
General Management

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

```
var config = { targetId: "kalturaplayer6a08f574a3155482681540", provider: { widgetId:
"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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