

CRM Associate

Job ID
REQ-10078685

6月 05, 2026

Mexico

摘要

Ensure the stable and efficient day-to-day operation (Business-as-Usual, BAU) of CRM platforms at the country level, acting as the first-line support and executor of operational processes critical to business continuity (users, territories, data quality, consents, surveys, reporting, training, and field support).

This role enables CRM to operate as a business-critical platform by reducing operational friction, improving user experience, and ensuring consistency in execution, while the CRM Manager focuses on strategy, roadmap, and governance.

About the Role

Major Responsibilities

CRM Strategy & Platform Ownership

- Implement the CRM strategy aligned with business priorities and global guidance.
- Select, manage, and operate CRM platforms (e.g., Veeva, OnCore, MCCP, VIP Tool, CRM of the Future), including roadmap, releases, and enhancements.

CRM Operations, Processes & Governance

- Own the end to end CRM operations ensuring stability, compliance, and efficient day to day use.
- Define and maintain CRM processes, SOPs, manuals, and playbooks, in coordination with Data Governance and IT.
- Ensure CRM integration with BI, Field Excellence, Sales Operations, Finance, and other commercial systems.

Users, Adoption & Change Management (User First CRM)

- Drive high CRM adoption and meaningful usage, changing the perception of CRM from a reporting tool to a field copilot.
- Design and deliver continuous, role based training (onboarding, micro trainings, advanced use cases).
- Implement and manage user support channels to ensure fast and effective issue resolution.

Data Quality, Segmentation & Performance Enablement

- Partner with BI and Analytics teams to transform CRM data into actionable insights for Sales and Marketing.
- Support sales force performance evaluation, including territory design, sizing, deployment, and target setting.

Cross Functional Project & Stakeholder Management

- Develop and coordinate CRM related project plans across design, development, testing, and deployment stages.
- Lead multiple CRM initiatives simultaneously, ensuring on time, high quality delivery against defined KPIs.

Key Performance Indicators

- CRM adoption and active usage rate across the sales force.
- Data quality and segmentation accuracy of customer databases.
- Sales force productivity and effectiveness enabled by CRM.
- Timely and high quality delivery of CRM projects and enhancements.
- Quality and consistency of CRM based performance and activity insights.
- Compliance with defined CRM processes, standards, and governance.

Work Experience

- Experience in CRM operations, commercial operations, or sales force enablement.
- +2 years working in pharmaceuticals or other regulated industries (preferred).

- High collaboration, drive, and team spirit (must have).
- Strong strategic thinking and business acumen.
- Ability to adapt and lead changes in dynamic environments.
- Proactive, curious, resilient mindset.
- Strong analytical, problem solving, and communication skills.
- Excellent stakeholder and expectation management.

Education & Qualifications

- Bachelor ' s degree in Engineering, Business Administration, Economics, or similar.
- Hands on experience managing CRM platforms such as Salesforce, Veeva, or OnCore.
- Demonstrated knowledge of healthcare/pharma data sources (e.g., IQVIA, DDD, HCOS, PSP).
- Experience with field operations analytics, incentive compensation, sizing, planning, and deployment.
- Strong skills in data analysis and visualization (Power BI, Excel).
- Experience with ETL tools (Power Query, Alteryx) and Advanced Excel.
- Fluent English (mandatory).

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部门

International

Business Unit

Marketing

地点

Mexico

站点
INSURGENTES

Company / Legal Entity
MX06 (FCRS = MX006) Novartis Farmac é utica S.A. de C.V.

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:
KalturaPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
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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:
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"]) {
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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
(KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents =
[]; if (KalturaPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {};
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config.plugins.googleTagManager.customEventsTracking.custom = [];
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```
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```

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