

Data, Analytics & Platforms Manager

Job ID
REQ-10079006

5月 25, 2026

Portugal

摘要

The Data, Analytics & Platforms Manager leads the country data, analytics and platforms agenda within Execution Excellence by translating international strategy into localized, fit-for-purpose data foundations, reporting solutions and customer-facing technology platforms. The role designs, operates and continuously improves a single, trusted view of business-critical data across Commercial, Value & Access and Medical, while also ensuring that core plat-forms and digital solutions are reliable, compliant, integrated and sustainably adopted.

Working closely with CLS DAP, BSI DAP Operations, I-MA IMACE, DDIT, Value & Access, Medical Affairs and local business stakeholders, the role enables data-driven decision-making, platform innovation, analytics readiness and operational excellence in line with enter-prise governance, data privacy and international DAP standards.

About the Role

Major accountabilities:

1. Data Management and Infrastructure

- Design and maintain the country DAP data foundation, ensuring a federated, single, trusted view of business-critical data across Commercial, Value & Access and Medical, aligned with international strategy and governance frameworks.
- Define and document business rules for data ingestion, transformation, aggregation and master data management, ensuring that key datasets are timely, accurate and fit to support reporting, analytics and business execution.
- Coordinate data integration and data flows from key platforms and sources, ensuring consistency between operational systems, reporting layers and analytics use cases.
- Collaborate with DDIT, CLS DAP and BSI DAP Operations on solution design, architecture, standards and sustainable operations.

2. Platform Ownership and Roadmap Execution

- Lead the country roadmap for core business and customer-facing platforms, localizing international solutions and sequencing deployments to support Commercial, Value & Access and Medical priorities.
- Ensure day-to-day platform availability, configuration, performance and incident resolution in partnership with DDIT and external vendors, safeguarding business continuity and compliant usage.
- Coordinate platform enhancements based on validated business requirements, ensuring alignment with international templates, governance standards and local operating needs.
- Support vendor and service management by providing requirements, quality criteria and performance feedback for data and platform services.

3. Data Quality, Governance and Compliance Enablement

- Implement and monitor data quality controls for DAP-owned datasets and critical platform data, identifying issues and coordinating remediation with data owners, technical teams and business stakeholders.
- Support adherence to data privacy, promotional and non-promotional standards by ensuring appropriate access models, controls, documentation and governance processes.
- Contribute to data policies, data dictionaries, lineage documentation and usage guidelines to improve trust, consistency and compliant use of data and platforms.
- Collaborate with legal, compliance and governance stakeholders to support risk minimization, appropriate use and ethical adoption of data and AI-enabled capabilities.

4. Reporting and Analytics Enablement

- Maintain and enhance the data layer powering key dashboards and analytics products, ensuring consistency of metric definitions, dimensional structures and refresh cycles across business use

cases.

- Perform data validation and root-cause analysis for anomalies in reports, dashboards or platform outputs, coordinating fixes across DAP, DDIT and business stakeholders.
- Enable new analytics and AI or GenAI use cases by ensuring data readiness, platform connectivity and clear business requirements for pilots and scaled solutions.

Key Performance Indicators (Suggested priority KPIs)

- Marketing platform deployment and stability - share of brands/TAs, MA and V&A processes running on core platforms; uptime and incident metrics.
- Platform and feature adoption - active user rates, usage of key features and reduction in manual workarounds.
- Stakeholder satisfaction - qualitative and survey feedback from Commercial, V&A and Medical Affairs leaders on platform availability, usability and innovation support.
- Data quality and governance compliance - accuracy, completeness, timeliness, adherence to governance frameworks and release processes.
- Analytics readiness and delivery - timely refreshes, incident resolution time, and enablement of priority analytics or AI use cases.

Ideal Background

Education:

- University degree in business, life sciences, Mathematics, Statistics, Computer Science, Engineering, Analytics, Business or another technical degree.
- Master ' s degree preferred

Languages:

- English
- Country language required

Experience/Professional Requirement:

- 5+ years of relevant experience across pharma data, analytics enablement, digital platforms and/or stakeholder management driving optimization, efficiencies, change management and automation across data and digital ecosystems.
- Strong experience gathering business requirements and translating them into platform product features, data integration needs, user stories and scalable operating solutions.
- Deep pharma data knowledge across commercial, patient services, market access, digital and medical use cases, including connected omnichannel data sets and reporting requirements.
- Strong understanding of regulatory environments, industry codes, promotional and non-promotional separation, and data privacy requirements.
- Experience as a Product Owner or Data and AI Product Owner responsible for business requirements, features, user stories, acceptance criteria and cross-functional delivery with business and enabling partners.
- Good knowledge of core business and marketing technology platforms, CRM, data integration and analytics tooling; ability to connect platform capabilities to business value.
- Experience with master data management, data quality, data governance and reporting enablement in a healthcare or similarly regulated environment.
- Expertise in SQL and data management; knowledge of Python or R and data engineering concepts is a strong advantage.
- Highly developed analytical, problem-solving, consulting, communication and stakeholder influence skills, with the ability to synthesize information into clear recommendations.
- Demonstrated ability to enable new launches, evolve data strategies and drive adoption of digital innovation that improves business outcomes and customer value.
- Demonstrates Novartis leadership behaviors, including ethical mindset.

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

General Management

地点

Portugal

站点

Sintra

Company / Legal Entity

PT05 (FCRS = PT005) PT Pharma

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

```
var config = { targetId: "kalturaplayer6a145e2c8e9f8443258528", provider: { widgetId:
"10m7rm1pm", 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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