

Director Digital Trust Platforms

Job ID
REQ-10080190

6月 16, 2026

Spain

摘要

Our ambition at Novartis is to be a recognized leader in Data, Analytics, AI & Platforms (DAP). The DAP group seeks a highly motivated leader for the Digital Trust Platforms, including CPM (Consent & Preference Management) & CIAM (Customer Identity & Access Management) as a key set of solutions to manage/drive consent platforms compliantly with international & local regulations. This role is aimed to enable & manage digital trust platforms solutions for international, region and countries (IRC) to support and drive the commercial, medical and value & access activities. This leader will keep abreast of the latest thinking and best-in-class practices for marketing platforms specifically and DAP solutions more generally.

About the Role

Director, Digital Trust Platforms

#LI-Hybrid

Location: Barcelona, Spain

Relocation Support: Yes

As Director, Digital Trust Platforms, the objective is to enable and manage digital trust platform solutions across international, regional, and country levels, supporting commercial, medical, and value and access activities. This role collaborates closely with Data, Analytics, AI and Data Science, Commercial Launch Strategy teams, Medical, Value and Access, and other key partners to scale impactful marketing platform solutions across the commercial value chain. The position is accountable for enabling and governing centralized, multi-tenant consent, preference, identity, and access management platforms within the omnichannel strategy, driving excellence in customer engagement and business processes. Responsibilities include shaping and implementing Consent and Preference Management and Customer Identity and Access Management solutions, supporting brand strategies, customer journeys, and campaign execution, while identifying market opportunities and enabling growth initiatives. The role also involves staying current with industry best practices in marketing platforms and Data, Analytics, AI, and Platforms to continuously enhance impact.

Key Responsibilities

- Lead governance, integration, and operation of consent and identity platforms across omnichannel ecosystems
- Drive excellence in orchestrating platforms to enhance customer engagement and enable data-driven decision-making
- Ensure full compliance with regulations and data protection standards across all platform processes and usage
- Translate business strategies into actionable digital marketing solutions across commercial and medical ecosystems
- Shape and contribute to Data, Analytics, AI and Platforms strategy with clear platform objectives and priorities
- Enable scalable platform orchestration while adapting to local market needs across international regions and countries
- Partner with cross-functional teams to identify opportunities and deliver measurable business impact
- Integrate consent and identity platforms with centralized marketing technologies to enable seamless experiences
- Collaborate with legal and compliance teams to ensure ethical, secure, and responsible use of data and platforms
- Manage budgets, resources, timelines, and change initiatives across the full platform lifecycle

Essential Requirements

- Graduate degree (ideally Master of Science or Doctor of Philosophy) in a quantitative field such as information technology, marketing analytics, artificial intelligence, data science, bioinformatics, engineering, mathematics, or statistics
- 10+ years of experience in technology, data, analytics, information technology, or a similar field
- 5+ years of experience in marketing infrastructure within pharmaceutical, biotechnology,

healthcare, or consumer environments, with strong understanding of analytics and data use cases

- Deep hands-on understanding of pharmaceutical data sets and their application across business use cases
- Strong understanding of the end-to-end pharmaceutical value chain commercialization process
- Proven experience in marketing and sales analytics within a complex, regulated environment

Desirable Requirements

- Experience leading data, technology and analytics teams in complex, regulated environments
- Experience deploying commercial platforms using cloud and large-scale data architectures

Benefits & Rewards

At Novartis, we're committed to reimagining medicine together - and rewarding the people who make it happen.

Expected Annual Base Salary Range for role: €84,400.00 - €156,800.00

The base salary offered is determined based on gender-neutral objectives, such as relevant skills, competencies and experience in accordance with the Novartis pay setting policy and upon joining Novartis will be reviewed periodically.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters.

The rewards of being part of our team go far beyond base pay and incentives. We also offer a variety of competitive benefits in kind to help you thrive personally and professionally, such as insurance plans, retirement plans, wellbeing resources and global recognition programs. In addition, we provide flexible and hybrid working options, where possible, and minimum 14 weeks paid parental leave.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters. Long-term equity awards granted at group level may also be part of your package. Further details will be provided during the application process.

You may be eligible for a company vehicle or a car allowance in accordance with the applicable local Novartis policies and guidelines.

Pay equity is a fundamental principle of our employment policy and reflects our commitment to create a diverse, equitable and inclusive environment that treats all employees with dignity and respect, as outlined in our Code of Ethics.

Read our brochure to learn more about our global total rewards offering:

<https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf>

Note: Benefits and compensation may vary by country and are subject to local legal requirements, including provisions of collective bargaining agreements where applicable. A full overview of your compensation package, including any relevant collective bargaining agreement details applicable to your role based on your employment location and Novartis employer entity, will be communicated separately to you during the application process.

Commitment to Diversity and Inclusion

Novartis is 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: Read our handbook to learn about all the ways we ' ll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

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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
Marketing

地点
Spain

站点
Barcelona Gran V í a

Company / Legal Entity
ES06 (FCRS = ES006) Novartis Farmac é utica, S.A.

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a3249fb5014f273675061", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop:
false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options:
{}}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu:
false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets:
['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
kPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(kPlayer.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 (kPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation =
{ position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if
```

```
(kPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; } if
(kPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if
(kPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
(kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if
(kPlayer.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 } }; }
```

```
// Ensure the global player registry array always exists, regardless of embed type.
window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var kalturaPlayer =
kPlayer.setup(config); // Add the player to the global array.
window.kalturaPlayerVideos.push(kalturaPlayer); // Load the Player for other media.
kalturaPlayer.loadMedia({entryId: "1d_gfvmafo"}); } catch (e) { console.error(e.message) }
```

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