

Senior Manager, Business Analyst

Job ID
REQ-10080916

6月 18, 2026

India

摘要

#LI-Hybrid - Location: Hyderabad, 3 days' work from office at Novartis, Hyderabad is mandatory

The Senior Manager, Business Analyst leads strategic business analysis and product requirement initiatives that support enterprise marketing technology transformation. This role drives alignment between business strategy, product vision, and technology execution by partnering with senior stakeholders across business, analytics, marketing operations, and engineering teams. The role is responsible for defining scalable product frameworks, driving requirement governance, enabling data-driven decision-making, and ensuring the successful delivery of high-impact digital and analytics capabilities across global teams.

About the Role

Key Responsibilities:

- Lead strategic business analysis initiatives across enterprise MarTech and analytics programs
- Partner with Product Owners and leadership teams to define product roadmaps, business capabilities, and transformation priorities
- Drive requirement governance, prioritization frameworks, and backlog management across multiple initiatives
- Translate complex business challenges into scalable product and technology solutions
- Facilitate executive-level stakeholder alignment across business, engineering, analytics, and operations teams
- Define KPIs, measurement frameworks, and success metrics for digital products and capabilities
- Provide thought leadership in analytics, customer experience, segmentation, and digital optimization
- Lead workshops, discovery sessions, and strategic requirement discussions with senior stakeholders
- Mentor and guide junior analysts while supporting capability development within the Business Analysis function
- Drive process optimization and continuous improvement initiatives across product delivery teams
- Support executive decision-making and act as a proxy Product Owner, as needed
- Ensure solutions align with enterprise governance, compliance, privacy, and scalability standards

Essential Requirements:

- Bachelor ' s degree in related field is required; Master of Science and/or MBA preferred
- 8-10+ years of experience in Business Analysis, Product Strategy, Product Management, or Digital Transformation roles
- Strong experience working within Agile product organizations and enterprise-scale initiatives
- Expertise in backlog management, requirement governance, and stakeholder management
- Proven ability to influence senior leadership and drive cross-functional alignment
- Strong understanding of digital ecosystems, analytics, MarTech platforms, and customer experience solutions
- Fluent in English with other languages desirable

Desirable Requirements:

- Experience in Pharma, Healthcare, Financial Services, Consumer, or other regulated industries
- Experience in working with global teams and enterprise transformation initiatives

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/roadmap/people-and-culture>

Commitment to Diversity & Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse team ' s representative of the patients and communities we serve.

Values and Behaviors: Demonstrates and upholds Novartis values and behaviors in all aspects of work and collaboration.

Benefits and Rewards: Learn about all the ways we ' ll help you thrive personally and professionally. [Read our handbook \(PDF 30 MB\)](#)

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部门
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 kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a3657d16ab18585325082", 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: "1dgfvmafo"}); } catch (e) { console.error(e.message) }
```

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