NOVARTIS

# Associate Director, IMO AI, and Business Excellence

Job ID
REQ-10082306

十一月 11, 2026

India

## 摘要

This is a key role in the AI Transformation team within the Integrated Marketing Organization (IMO), focused on technical and solution strategy. The role translates business opportunities into overarching technical solutions, defining what should be built, how it fits the existing technology ecosystem, and what it takes to get there. It sits at the point where marketing process problems become buildable programs and carries solution intent from shaping through delivery. This role will report to the AI and business Excellence leader within NOCCs and is part of a team of 5-7 associates (in MEX and HYD NOCCs) working on various AI transformation initiatives.

## About the Role

**Associate Director, IMO AI, and Business Excellence**

**Location - Hyderabad #LI Hybrid**

**Major accountabilities:**

- Translate business opportunities into practical technical solutions, including required capabilities, data/system dependencies, and build, buy, or configure options.
- Assess AI, automation, and agentic solution opportunities against real marketing processes to identify where they can drive sustainable efficiency.
- Own technical feasibility assessments for use cases, covering data readiness, integration needs, platform fit, effort, risks, and scalability.
- Define solution requirements, high-level design, and success criteria, ensuring solution intent is carried through to delivery.
- Partner with Engineering, Data, AI Governance, vendors, and delivery teams to shape, validate, and challenge technical proposals.
- Apply strong understanding of marketing technology and customer engagement ecosystems, including campaign, content, CRM, and data platforms.
- Identify process and technology efficiencies across marketing functions and convert them into a clear, deliverable roadmap.
- Track impact metrics, balance short-term improvements with long-term capability, and lead with Inspired, Unbossed, Curious, and Integrity values.

**Key performance indicators:**

- Quality and technical soundness of solution designs taken from opportunity definition through to build
- Acceleration of AI readiness, adoption, and measured effectiveness across IMO
- Identification of process and technology efficiencies across functions, and delivery against the roadmap
- Functional feedback on the credibility and usefulness of solution recommendations

**Educational Background:**

- Minimum: University degree, preferably in engineering, computer science, information systems, or a related technical field
- Desirable: MBA or equivalent professional qualification

**Essential Requirements:**

- At least 5-7 years of professional experience, with a substantial portion in technical solution design, marketing technology, or AI and data-enabled transformation
- Demonstrated ability to translate business problems into technology solutions, and to explain technical trade-offs to non-technical stakeholders
- Working fluency in marketing technology and customer engagement platforms (Salesforce Marketing Cloud and Data Cloud, Adobe Experience Cloud, Veeva, or equivalent)
- Practical familiarity with AI capability in a business setting: LLM-based workflows, agent design, human-in-the-loop process design, and how to evaluate output quality
- Understanding of data architecture fundamentals including data models, identity, integration patterns, and data quality

- Managing without direct authority and managing in a matrix
- Demonstrated problem-solving skills and comfort with complexity
- Prior experience in top tier technology consulting firms highly preferred

**Functional Skills:**

- Strong stakeholder engagement and management
- Solution design and technical feasibility assessment
- AI and business process management techniques and tool
- Marketing technology, CRM, and customer data platform fluency
- Vendor and partner technical evaluation
- Problem solving and communicating to a senior audience
- Cross-functional collaboration and influencing without authority
- Excellent written and oral communication

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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 kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6af45bd129498165318198", 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 thumbEmbedPromise = thumbnailEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // thumbnailEmbed() returns a Promise that resolves with the player instance // when the user clicks the thumbnail. Use .then() to capture the player directly. thumbEmbedPromise .then(function(player) { window.kalturaPlayerVideos.push(player); // Notify kaltura datalayer.js that a new player is ready so it can // attach custom event listeners immediately, regardless of when // the user clicked the thumbnail relative to page load. document.dispatchEvent(new CustomEvent('kalturaPlayerReady', { detail: { player: player } })); }) .catch(function(error) { console.error(error); }); } catch (e) { console.error(e.message) }

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