

Manager, Business Analyst, MarTech Product Management

Job ID
REQ-10083111

8月 21, 2026

India

摘要

The Manager, Business Analyst is responsible for translating business needs into scalable product and technology solutions that support marketing transformation initiatives. This role collaborates closely with business, product, marketing operations, and technology teams to define requirements, manage product backlogs, and support the agile delivery of digital and analytics capabilities. The role partners with Product Owners and cross-functional stakeholders to ensure solutions align with business objectives, user needs, and enterprise standards while enabling efficient and high-quality product delivery.

About the Role

Manager, Business Analysis, MarTech Product Management

Location - Hyderabad #LI Hybrid

Major accountabilities:

- Gather, analyze, and document business and functional requirements.
- Partner with Product Owners to define epics, user stories, and acceptance criteria.
- Maintain product artifacts and functional documentation using Jira and Confluence.
- Participate in backlog refinement, sprint planning, and prioritization sessions.
- Analyze business processes to identify gaps, dependencies, risks, and improvement opportunities.
- Support implementation teams during solution development, QA, testing, and rollout phases.
- Provide analytical insights on KPIs, reporting, segmentation, and business performance.
- Collaborate with business and technology stakeholders to ensure effective delivery, governance, compliance, standardization, and act as a proxy Product Owner when needed.

Educational Requirement:

Bachelor ' s degree in business, Technology, Engineering, Analytics, or a related field required or MBA or master ' s degree preferred.

Minimum Experience:

- 6+ years of experience in Business Analysis, Product Management, or related roles
- Experience working in Agile environments and using tools such as Jira and Confluence
- Strong analytical, communication, and stakeholder management skills
- Proven experience translating business needs into functional requirements and user stories
- Exposure to digital marketing, analytics, or MarTech platforms preferred
- Experience in Pharma, Healthcare, Consumer, or other regulated industries preferred

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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:
"kalturaplayer6a8881b5cbf2e188400405", 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 kalturadatalayer.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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