

Manager - CRM Product Management & Business Analysis

Job ID
REQ-10083229

7月 20, 2026

India

Available in: English

摘要

- Explore, develop, implement and evaluate Digital innovation solutions that address customer needs. Co-create with key stakeholders to build partnerships and collaborations.
- Leads the delivery of multiple projects across a variety of creative and marketing channels, including print and digital media. Develop and coordinate project plans across the design, development and production stages of a project to support the successful delivery within set KPI's.
- Works in collaboration with brand teams, technical teams and all functions to maximize value.
- Provides consultancy, advice and assistance on strategy for commercialization of products, and influence marketing/Marketing Sales Operation team through delivery of proven analytics based projects.
- Provide analytics support to Novartis internal customers

About the Role

Key Responsibilities:

- Lead and empower a diverse team of Product Management and Business Analysis professionals, fostering an inclusive, collaborative, and high-performing culture that drives innovation and business impact.
- Partner with global business and digital stakeholders to understand strategic priorities, translate complex needs into scalable CRM solutions, and create meaningful value for customers and patients.
- Shape product excellence by establishing and continuously improving best practices for requirements management, process analysis, backlog governance, and delivery readiness.
- Drive business value realization by transforming business requirements into clear user stories, process flows, business rules, acceptance criteria, and outcome-focused documentation.
- Enable successful product delivery through effective planning, prioritization, dependency management, and close collaboration with cross-functional teams across the organization.
- Champion stakeholder engagement and alignment by facilitating workshops, fostering shared understanding, and ensuring transparent communication of priorities, risks, dependencies, and decisions.
- Advance digital transformation by identifying opportunities to streamline processes, enhance user experiences, and improve operational efficiency through innovative CRM capabilities.
- Support change adoption and business readiness by contributing to user validation, training, communications, and enablement activities that maximize solution adoption and long-term success.
- Develop talent and future capabilities through coaching, mentoring, and continuous learning opportunities that strengthen Product Management and Business Analysis expertise across the team.
- Ensure quality, compliance, and operational excellence by maintaining robust governance, documentation standards, traceability, and adherence to privacy, regulatory, and quality requirements throughout the product lifecycle.

Essential Requirements:

- 8+ years of experience in business analysis, product management support, consulting, CRM enablement, digital transformation, or related disciplines.
- Proven experience gathering, documenting, and managing business requirements and process improvements.
- Experience working in agile, product-led, or technology-enabled delivery environments.
- Strong communication and stakeholder management skills with the ability to work across business and technical teams.
- Experience supporting CRM, customer engagement, commercial, digital, data, or enterprise platform initiatives is preferred.
- Familiarity with Salesforce, Veeva, Marketing Cloud, Data Cloud, or similar enterprise platforms is desirable.
- Experience working with global stakeholders and distributed teams is preferred.
- Exposure to healthcare, pharmaceutical, or regulated environments is advantageous.

Desirable Requirement:

- Agility
- Analytical Thinking

Commitment to Diversity & Inclusion

We are committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

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.

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
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:
"kalturaplayer6a5dffd66caa9495119325", 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 =  
thumbEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // thumbEmbed() 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) }
```

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.

Job ID
REQ-10083229

Manager - CRM Product Management & Business Analysis

[Apply to Job](#)



Job ID
REQ-10083229

Manager - CRM Product Management & Business Analysis

[Apply to Job](#)

Source URL:

<https://www.novartis.com.cn/careers/career-search/job/details/req-10083229-manager-crm-product-management-business-analysis>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://www.novartis.com/sites/novartis.com/files/novartis-life-handbook.pdf>
3. <mailto:diversityandincl.india@novartis.com>
4. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Hyderabad-Office/Manager---CRM-Product-Management---Business-AnalysisREQ-10083229>
5. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Hyderabad-Office/Manager---CRM-Product-Management---Business-AnalysisREQ-10083229>