

Associate Director, CRM Product Management & Business Analysis

Job ID
REQ-10083239

7月 20, 2026

India

Available in: English

摘要

Novartis is on a mission to transform medicine and improve lives worldwide. As a global leader in healthcare, we leverage advanced technology, data, and digital capabilities to deliver patient-centric solutions, enhance customer engagement, and drive innovation. Within this context, the US CRM organization plays a critical role in shaping the transformation to a next-generation Customer360 operating model.

The Associate Director, CRM Product Management & Business Analysis serves as a strategic partner to CRM Product Leadership, helping translate business priorities into scalable solutions, structured workstreams, and execution-ready outcomes. The role combines product management, business analysis, stakeholder engagement, and delivery leadership to ensure complex business needs are transformed into practical, high-quality solutions that deliver measurable value.

In addition to supporting business and product initiatives, the Associate Director provides leadership

to a Hyderabad-based team of business analysis and product enablement professionals, driving consistency in ways of working, requirement quality, delivery readiness, stakeholder collaboration, and operational excellence. The role acts as a key bridge between business stakeholders, product leadership, technology teams, and delivery organizations to ensure successful execution of strategic CRM priorities.

About the Role

Key Responsibilities:

- Lead and inspire a diverse team of Product Management and Business Analysis professionals, fostering an inclusive, collaborative culture that accelerates innovation and business impact through CRM capabilities.
- Partner with business and digital leaders to translate strategic priorities into scalable product initiatives that enhance customer experiences and support Novartis' mission to reimagine medicine.
- Champion product management excellence by establishing best practices for requirements management, process optimization, backlog governance, and delivery readiness.
- Drive value-focused solutions by converting complex business needs into clear user stories, process flows, acceptance criteria, and measurable outcomes that enable informed decision-making.
- Enable successful delivery through proactive prioritization, dependency management, execution planning, and collaboration with cross-functional teams across business and technology functions.
- Build trusted partnerships across business, technology, analytics, operations, and compliance teams to foster alignment, transparency, and shared accountability for outcomes.
- Advance digital transformation by identifying opportunities to simplify processes, improve operational efficiency, and enhance user experiences through innovative CRM solutions.
- Lead business readiness and change adoption efforts by supporting user validation, communications, training, and enablement activities that maximize the impact of new capabilities and releases.
- Develop talent and future capabilities through coaching, mentoring, and continuous learning, creating opportunities for individuals and teams to grow and thrive in a high-performing environment.
- Ensure quality, governance, and compliance excellence by maintaining robust documentation, traceability, privacy standards, and regulatory compliance while delivering sustainable and scalable solutions.

Essential Requirements:

- 11+ years of experience in product management, business analysis, consulting, digital transformation, CRM enablement, or related disciplines.
- Proven success leading teams responsible for business analysis, requirements management, process improvement, and delivery readiness.
- Experience working in agile and product-oriented delivery environments.
- Strong stakeholder management skills with the ability to influence across functions and

organizational boundaries.

- Experience supporting CRM, customer engagement, digital, data, or enterprise platform initiatives.
- Experience working with global stakeholders and distributed teams.
- Strong analytical, communication, and problem-solving capabilities.
- Experience in healthcare, pharmaceuticals, or regulated industries is desirable.

Desirable Requirement :

- Bachelor ' s degree in business, technology, life sciences, engineering, or a related field is required; MBA or relevant master ' s degree preferred

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:
"kalturaplayer6a5e012e4e4af696693909", 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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