

Senior Manager, CRM Product Management & Business Analysis

Job ID
REQ-10083870

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India

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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 Senior Manager, CRM Product Management & Business Analysis is a Hyderabad-based role that supports US-based CRM Product Owners / Directors in translating strategic priorities into structured execution. Reporting within the CRM enablement model, this role helps convert business needs into actionable requirements, drive backlog readiness, improve delivery discipline, and support product decisions across key CRM capabilities. The role acts as a bridge between business stakeholders, product leadership, and delivery teams to ensure that CRM initiatives are practical, scalable, compliant, and aligned to business outcomes.

This position is ideal for a candidate who combines strong business analysis skills, product thinking, execution rigor, and stakeholder influence. The Senior Manager will help shape the Hyderabad support model for CRM product management while ensuring that near-term delivery needs are met

with clarity, speed, and operational discipline.

About the Role

Major accountabilities:

- Support CRM product execution: Partner closely with US-based Product Owners / Directors to translate strategic priorities into delivery-ready initiatives, structured workstreams, and actionable product increments.
- Convert business needs into clear requirements: Gather, synthesize, document, and refine business needs into user stories, feature requirements, acceptance criteria, process flows, and success measures.. Own backlog readiness and refinement: Help maintain a healthy backlog by supporting prioritization, sequencing, refinement cadence, dependency management, and definition of ready/done.
- Strengthen execution discipline: Work with business and delivery teams to improve clarity of scope, reduce ambiguity, remove blockers, and enable predictable, high-quality release delivery.
- Act as the connective layer across stakeholders: Bridge conversations across US leadership, Hyderabad teams, technology, data, testing, compliance, and commercial/medical stakeholders to ensure aligned execution.
- Improve processes and user experience: Identify friction in workflows, operating model gaps, and user pain points; recommend practical enhancements that improve adoption, efficiency, and outcomes.
- Support operating model maturity: Contribute to stronger product governance, intake, prioritization, release readiness, and decision-making practices within the CRM enablement model.
- Enable change adoption: Support creation of release notes, enablement inputs, business readiness artifacts, and stakeholder communication to help drive adoption of released features.
- Bring analytical and strategic thinking: Use data, business context, and stakeholder insight to frame decisions, evaluate trade-offs, and inform roadmap recommendations.
- Mentor and guide junior resources: Provide day-to-day direction to analysts or junior BA / PO support talent, while contributing to capability building in Hyderabad.
- Ensure governance, privacy, and compliance alignment: Work within established governance processes and partner with relevant teams to ensure solutions meet privacy, regulatory, and control expectations.. Communicate progress and risks clearly: Provide concise updates on priorities, risks, decisions needed, and execution status to product leadership and cross-functional stakeholders.

Essential Requirements:

- 9-11+ years of experience in product management, business analysis, consulting, digital transformation, CRM enablement, or related delivery roles. Proven success by translating business needs into delivery-ready requirements, user stories, process maps, and prioritized work items
- Experience working in agile / product-led environments with backlog refinement, release

- sequencing, and cross-team dependency management
- Strong exposure to CRM, customer engagement, digital platforms, or adjacent commercial / field enablement ecosystems
- Familiarity with Salesforce, Veeva, Salesforce Life sciences, Salesforce Marketing Cloud, Data Cloud, or similar enterprise platforms are desirable
- Experience working with global stakeholders, especially US-based leaders, and operating effectively across time zones
- Ability to combine strategic thinking with hands-on execution support in fast-moving transformation environments
- Strong communication, analytical, and problem-solving skills with the ability to influence without authority. Exposure to life sciences, healthcare, pharmaceuticals, or regulated environments is preferred
- Experience with AI-supported product management or business analysis approaches is a plus

Desirable Requirement

- Navigate complexity: Identify key issues in ambiguous situations, maintain focus on business outcomes, and structure work into clear, actionable paths.
- Enable impactful and fast decision-making: Frame trade-offs, surface risks early, and support timely decisions grounded in business context and data.

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:
"kalturaplayer6a5dffefc8890102324648", 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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