

Director, MarTech Product Excellence and Operations

Job ID
REQ-10084673

8月 04, 2026

USA

Available in: English

摘要

#LI-Hybrid

Join Novartis as the Director, MarTech Product Excellence & Operations and play a pivotal role in advancing MarTech product management maturity and operational excellence across the portfolio, establishing scalable best practices, governance, and cross-functional alignment. Reporting to the ED, MarTech Product Strategy & CPO Digital Trust, this leader partners closely with senior stakeholders and external consultants to optimize how MarTech products are planned, prioritized, and measured, driving stronger business outcomes and more predictable execution. The Director also leads key leadership forums, fostering transparency, executive engagement, and organizational alignment across strategic initiatives.

The ideal location for this role is East Hanover, NJ but remote work may be possible (there may be some restrictions based on legal entity). Please note that this role would not provide relocation as a result. If associate is remote, all home office expenses and any travel/lodging to the East Hanover, NJ site for periodic live meetings will be at the employee's expense. The expectation of working hours and travel will be defined by the hiring manager.

About the Role

Key Responsibilities:

- Drive product management excellence across a complex MarTech portfolio through scalable operating models, governance, and best practices, while partnering with senior leaders to shape strategy, influence decision-making, and foster cross-functional alignment in a highly matrixed environment.
- Shape and execute the product management maturity roadmap, advancing frameworks, standards, and ways of working across teams.
- Establish and measure KPIs, maturity metrics, and continuous improvement initiatives to enhance MarTech product performance and delivery outcomes.
- Champion best practices across MarTech product discovery, prioritization, development, launch, and performance measurement.
- Lead portfolio governance processes that enable clear prioritization, effective decision-making, and organizational accountability.
- Partner across MarTech Product, IT, Marketing, and business teams to align strategy, investments, and execution priorities.
- Develop executive-level dashboards, reporting, and insights that drive transparency and informed decision-making.
- Support annual and quarterly planning, budgeting, roadmap development, and portfolio optimization to maximize business impact and ROI.
- Lead change and transformation initiatives, advancing AI-enabled capabilities, operational excellence, and a culture of continuous learning and innovation.

Essential Requirements:

- Bachelor ' s degree in business, Engineering, or related field required; MBA or advanced degree preferred
- 8+ years of experience in MarTech product management, product operations, or related disciplines, with deep expertise across the product lifecycle, including discovery, prioritization, delivery, and optimization.
- Proven success advancing MarTech product management maturity through scalable operating models, governance frameworks, and best practices.
- Demonstrated ability to lead complex, cross-functional initiatives and drive results in highly matrixed global organizations.
- Exceptional communication skills and strong executive presence with a track record of influencing senior stakeholders and guiding strategic decisions without direct authority.
- Experience partnering with external consulting firms, vendors, and strategic partners to accelerate business outcomes.
- Expertise in portfolio management, investment prioritization, governance, and KPI development to measure product and organizational performance.
- Analytical and data-driven mindset with the ability to turn insights into actionable strategies that drive measurable business impact.

Novartis Compensation Summary:

The salary for this position is expected to range between \$185,500 and \$344,500 per year.

The final salary offered is determined based on factors like, but not limited to, relevant skills and experience, and upon joining Novartis will be reviewed periodically. Novartis may change the published salary range based on company and market factors.

Your compensation will include a performance-based cash incentive and, depending on the level of the role, eligibility to be considered for annual equity awards.

US-based eligible employees will receive a comprehensive benefits package that includes health, life and disability benefits, a 401(k) with company contribution and match, and a variety of other benefits. In addition, employees are eligible for a generous time off package including vacation, personal days, holidays and other leaves.

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 \(PDF 30 MB\)](#)

EEO Statement:

The Novartis Group of Companies are Equal Opportunity Employers. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status.

Accessibility & Reasonable Accommodations

The Novartis Group of Companies are 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 application process, or to perform the essential functions of a position, please send an e-mail to us.reasonableaccommodations@novartis.com or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

部门
US

Business Unit
Marketing

地点
USA

状态
New Jersey

站点
East Hanover

Company / Legal Entity
U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Alternative Location 1
Distant Employee - Distant Working Arrangement (DWA) (USA), Distant Working Arrangement, US, USA

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a733c4145590059728441", 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_adatalayer.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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