NOVARTIS

Dir, CE/IMO Data Partnerships Lead (Customer Engagement/Integrated Marketing Organization)

Job ID
REQ-10086347

八月 27, 2026

USA

摘要

#LI-Remote
This position can be based remotely anywhere in the U.S. (there may be some restrictions based on legal entity). Please note that this role would not provide relocation as a result. The expectation of working hours and travel (domestic and/or international) will be defined by the hiring manager. This position will require 20% travel.

Job description summary
The Data Innovation, Partnerships and Products (DIPP) team sits within the Data Products and Foundations pillar of SPT and is focused on enabling trusted, scalable data access and partnerships that support improved decision-making across Novartis. The Director, Customer Engagement and Integrated Marketing Organization Data Partnerships will play a critical role in establishing and managing strategic data partnerships that support the US Commercial organization and broader SPT priorities.

This position will be responsible for overseeing Novartis ' s existing strategic data partnerships within

DIPP to ensure compliance and quality are maintained and that Novartis teams have the appropriate systems, processes, and data access to meet business needs. As the Director, Customer Engagement and Inte-grated Marketing Organization Data Partnerships, this role will focus on managing external data partnerships, monitoring spend, and ensuring that partnerships meet data needs, established data standards, governance expectations, and regulatory requirements. The role will collaborate with cross-functional teams to assess partnership effectiveness, track partnership performance and spend, enforce data stewardship practices, and ensure data assets are leveraged effectively across the organization.

The role will also help identify new and innovative data offerings and evaluate where AI can be responsibly integrated into partnership models, data workflows, and commercial use cases to improve speed, in-sight generation, and enterprise value.

About the Role

Key Responsibilities:

- Oversee the performance and outcomes of external data partnerships, including third-party platforms, vendors, and technology solutions
- Develop and execute the organization ' s data partnership strategy, including the identification of the organization ' s critical data needs
- Partner with Customer Engagement and the Integrated Marketing Organization to advance data partnerships that enable scalable customer engagement, omnichannel activation, field execution, marketing effectiveness, segmentation, and integrated customer experiences across brands and channels. Work collaboratively to ensure data is addressing use cases Identify and evaluate innovative data offerings in collaboration with the Innovative Data Offerings team, emerging data sources, and opportunities to integrate AI-enabled capabilities that enhance customer engagement, marketing effectiveness, decision-making, and scalable business impact
- Establish data quality SLAs and metrics with external data partners to ensure high quality data remains available for Novartis teams
- Working with Data Monitoring and Standards, monitor and enforce data quality, security, and compliance standards for all external data sources, platforms, and vendors, ensuring adherence to regulatory requirements and internal policies for data management
- Work collaboratively with data vendors and cross-functional teams to address data quality issues and communicate any corresponding changes
- Facilitate acquisition of data from requirements gathering through integration into Novartis ' s platforms and systems
- Establish oversight mechanisms for external data partnerships, ensuring compliance with data standards, data-sharing agreements, and internal policies for data management
- Support the implementation of data stewardship practices across platforms, vendors, and technology solutions, to verify data is properly managed and governed throughout the partnership, providing performance metrics and governance reports to senior leadership
- Coordinate training and awareness initiatives with internal teams around best practices to promote effective and compliant data usage
- Continuously evaluate existing partnerships and technology solutions to ensure standards across the broader set of DIPP data partnerships are maintained

Novartis seeks an individual with extensive experience in establishing and managing data partnerships. The ideal candidate will have a deep understanding of the data partnership landscape, including industry best practices for collaborating with external data providers. Experience working for a data vendor or working extensively with functional or therapeutic area data is highly desirable, particularly where that experience includes translating business needs into data requirements and ensuring data can be effectively integrated, governed, and used. A proven ability to navigate data-related risks–such as privacy, security, and compliance issues–while building mutually beneficial partnerships is essential. The successful candidate will be committed to driving continuous improvement in the organization ' s data partnership strategy, leveraging data insights and industry trends to strengthen collaboration and maximize the value of external data assets.

The ideal candidate should also bring curiosity and practical experience evaluating emerging data capabilities, including AI-enabled tools, advanced analytics opportunities, and new partnership models that can expand how data is accessed, integrated, and applied across the business.

Essential Requirements:

- **Education:** Bachelor's or Master's degree in Information Management, Computer Science, Business Administration, or related field.
- Minimum 8+ years of experience in pharmaceutical, healthcare or pharmaceutical focused data vendor establishing and managing data partnerships, with a strong focus on data management and translating data to support use cases.
- Expert understanding of data partnership principles, frameworks, and best practices, with a proven ability to forge strategic collaborations with external data providers and vendors
- Preferred experience working for a data vendor or partnering extensively with data vendors, functional teams, or therapeutic area teams to define, evaluate, integrate, and operationalize data assets
- Familiarity with regulatory requirements and industry standards related to data privacy and security
- Excellent leadership, communication, and stakeholder management skills
- Ability to influence and drive change in a complex organizational environment
- Strong analytical and problem-solving skills, with the ability to assess and manage risks associated with external data partnerships, ensuring the integrity, security, and quality of shared data

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
General Management

地点
USA

状态
Remote, US

站点
Remote Position (USA)

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

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6b01a3ad7dfb2278444360", 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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