

Director - CRM Transformation and Operations

Job ID
REQ-10086696

9月 16, 2026

India

摘要

The Director - CRM Transformation and Operations will provide strategic and operational leadership for the Salesforce-based CRM ecosystem supporting US commercial teams. This role will lead a multi-disciplinary organization of approximately 65 associates across CRM Product and Operations , CRM Data Integrations, CRM Labs, Field CRM Operations, and Marketing Automation. The role is accountable for shaping the CRM transformation agenda, supporting platform adoption, enabling scalable product and data capabilities, strengthening operational excellence, and ensuring that salesforce capabilities deliver measurable business value for field, marketing, and commercial stakeholders.

About the Role

Director - CRM Transformation and Operations

Location - Hyderabad #LI Hybrid

Major Accountabilities:

- Lead and develop a 65-member CRM Transformation and Operations organization across CRM Product and Operations, CRM Data Integrations, CRM Labs, Field CRM Operations, and Marketing Automation.
- Drive CRM transformation initiatives that improve user adoption, data quality, field productivity, marketing effectiveness, workflow automation, and overall customer engagement excellence.
- Establish strong governance for CRM intake, prioritization, release planning, operational readiness, change management, and value realization in partnership with business and technology stakeholders.
- Provide leadership oversight for CRM data integrations, ensuring reliable, compliant, and business-ready data flows across CRM and connected platforms.
- Guide CRM Labs and innovation teams to pilot, scale, and industrialize new CRM capabilities, including automation, advanced analytics, AI-enabled workflows, and productivity enhancements.
- Ensure Field CRM Operations delivers high-quality, timely, and compliant operational support to sales and field teams across geographies and business units.
- Partner with Marketing, Commercial Operations, Data, Technology, and US business stakeholders to enable integrated campaign execution, marketing automation, segmentation, targeting, and omnichannel engagement capabilities.
- Define, monitor, and report KPIs related to platform adoption, operational quality, delivery performance, data integrity, stakeholder satisfaction, and business value realization. Build a high-performing, outcome-oriented team culture focused on collaboration, accountability, innovation, coaching, and continuous improvement.

Essential Requirements:

- Essential Requirements: Experience in pharmaceutical, healthcare, life sciences, or regulated commercial environments, with strong understanding of field force effectiveness, CRM-enabled customer engagement, and operational governance.
- Proven track record of leading Salesforce CRM transformation, platform enablement, and operational excellence programs that improve adoption, data quality, process efficiency, and measurable business outcomes.
- Strong strategic thinking, analytical judgment, and enterprise problem-solving skills, with the ability to translate complex CRM, data, and operational challenges into clear priorities, delivery roadmaps, and actionable business outcomes.

Desirable Requirement:

Novartis seeks a senior leader with deep experience in CRM transformation, commercial operations, and large-scale platform enablement within the pharmaceutical, healthcare, life sciences, or similarly complex regulated industries. The candidate should be able to lead large cross-functional teams, influence senior stakeholders, modernize CRM operating models, and create a collaborative, accountable, and innovation-driven work environment.

Minimum Experience:

- Bachelor ' s degree in technology, Information Systems, Marketing, Life Sciences, or a related field; master ' s degree preferred.
- 15+ years of overall professional experience, including significant leadership experience in CRM, commercial operations, platform enablement, digital transformation, or technology-enabled business operations.
- Strong Salesforce CRM experience, including product roadmap management, business process transformation, adoption, release governance, and operational support.
- Proven ability to lead large teams, preferably 50+ associates, across multiple functional areas and delivery portfolios.
- Strong understanding of CRM data, integrations, marketing automation, field operations, omnichannel engagement, and commercial technology ecosystems.
- Excellent executive communication, stakeholder influencing, problem-solving, and change leadership skills.
- Ability to operate in a fast-paced, matrixed, global environment while ensuring quality, compliance, and business impact.

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

```
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"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
```

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(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
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(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 } }; }
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// 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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