

Associate Director - CRM Innovation Labs

Job ID
REQ-10087151

9月 03, 2026

India

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 is advancing customer engagement through data, digital capabilities, artificial intelligence, and differentiated CRM experiences. CRM Innovation Labs provides a structured environment to shape, prototype, and validate promising opportunities before enterprise commitment.

The Associate Director, CRM Innovation Labs leads the Hyderabad extension of this capability and serves as a strategic partner to US CRM Innovation Labs and CRM leadership. Reporting to the Director, CRM Enablement, Hyderabad, the role shapes the innovation portfolio, establishes experimentation governance, develops internal and external capabilities, and drives evidence-based decisions to advance, redirect, transition, or stop opportunities.

About the Role

Associate Director - CRM Innovation Labs

Location - Hyderabad #LI Hybrid

Major Accountabilities:

- Lead the Hyderabad CRM Innovation Labs extension by defining its operating model, governance, ways of working, reusable practices, and collaboration interfaces with US Labs, Product Owners, and delivery teams.
- Shape and manage a focused CRM innovation portfolio aligned to business priorities, customer and user needs, emerging technologies, strategic feasibility, and measurable value.
- Build internal innovation capability by fostering a culture of curiosity, disciplined experimentation, transparency, continuous learning, and accountable decision-making.
- Establish clear opportunity intake and governance mechanisms to assess whether ideas should enter Labs, leverage existing CRM capabilities, or be redirected to the appropriate accountable teams.
- Guide opportunities through structured experimentation stages including discovery, shaping, prototyping, proof of concept, validation, and evidence-based decisions to advance, pivot, pause, stop, or transition.
- Develop and leverage an external innovation ecosystem across startups, technology partners, academia, specialist providers, and industry trends in CRM, AI, automation, analytics, experience, and life sciences.
- Partner with cross-functional stakeholders across business, Product, DDIT, architecture, engineering, UX, analytics, data, privacy, security, legal, compliance, and procurement to de-risk opportunities and influence informed decisions.
- Ensure validated concepts transition effectively into value realization with clear ownership, roadmap or adoption paths, delivery and support plans, compliance controls, success measures, reusable insights, and structured handover.

Essential Requirements:

- Strategic relevance and balance of the CRM innovation portfolio.
- Quality and timeliness of intake, prioritization, and portfolio decisions.
- Business value, strategic learning, or risk reduction generated through Lab's activities.
- Stakeholder confidence in Lab's governance, evidence, and -recommendations.
- Quality of transition into owned product roadmaps, operational capabilities, or other agreed adoption pathways.
- Capability maturity, effective external partnerships, internal knowledge growth, and compliance with applicable controls.

Desirable Requirement:

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

Minimum Experience:

- 11+ years of experience in innovation, product management, digital transformation, consulting, emerging technology, CRM, or related disciplines.
- Experience establishing or scaling innovation capabilities, operating models, or experimentation portfolios.
- Proven success leading discovery, prototypes, proofs of concept, and evidence-based investment decisions.
- Experience evaluating emerging technologies and managing internal teams, external partners, startups, or specialist providers.
- Strong senior-stakeholder influence, strategic problem solving, and cross-functional leadership.
- Experience transitioning validated concepts into product roadmaps, funded delivery, or operational capabilities.
- Experience in global, healthcare, pharmaceutical, life-sciences, or other regulated environments is desirable.

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:
"kalturaplayer6a9b87dbe8a35019468519", 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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