NOVARTIS

Product Expert - Marketing Platform Operations

Job ID
REQ-10087153

九月 07, 2026

India

摘要

We are seeking a Product Analyst to support the growth and adoption of the Digital Trust Program, a strategic platform responsible for consent, preference, and trust management across digital customer engagement channels.
The role will combine product management, business analysis, governance management, and program delivery responsibilities. The successful candidate will partner with business, privacy, compliance, legal, and technology teams to drive business discovery, define requirements, facilitate governance forums, manage program execution, and ensure successful delivery of Digital Trust initiatives.

About the Role

Key Responsibilities

- Support product roadmap development, prioritization, and value realization.

- Lead business discovery workshops and translate business requirements into actionable product features and user stories.
- Facilitate governance forums, steering committees, and stakeholder decision-making processes.
- Manage program plans, risks, dependencies, action items, and status reporting.
- Coordinate onboarding of markets, brands, and digital assets to the Digital Trust platform.
- Develop executive presentations, business cases, and progress reports.
- Track adoption, compliance, and operational KPIs to drive continuous improvement.
- Partner with cross-functional stakeholders to ensure alignment and successful delivery.

Essential Requirements

- 7-9 years of experience in Product Management, Business Analysis, Program Management, Digital Transformation, or related disciplines.
- Demonstrated experience managing enterprise digital platforms or compliance-driven programs.
- Strong stakeholder management, facilitation, and communication skills.
- Experience working with Agile delivery methodologies and product management practices.
- Knowledge of consent management, privacy, data governance, or trust platforms (preferred).
- Experience with OneTrust, Salesforce ecosystem, Customer Data Platforms, or similar digital engagement technologies is a plus.

Desirable Requirements

- Effective governance and decision management.
- Successful onboarding and adoption of Digital Trust capabilities.
- High-quality requirements and product documentation.
- Timely delivery of program milestones with proactive risk management.
- Measurable improvements in consent governance, compliance, and operational efficiency.

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**

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部门
International

Business Unit
Marketing

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: "kalturaplayer6b04386c5d002396940274", 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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