

(Senior) Field Operation Manager

Job ID
REQ-10090260

十月 19, 2026

China

摘要

-该岗位主要负责推动公司SFE相关运营管理, CRM客户分级, 业务分析, AI及数字化项目等重点工作。岗位需要与一线和各跨部门及Global团队紧密合作, 承担跨团队、跨部门、跨区域项目的组织协调与落地职责, 为业务团队提供高质量的运营支持, 数据洞察和决策建议, 持续提升销售效能、客户管理能力和整体运营效率。

About the Role

Major accountabilities:

- 1. **SFE相关项目管理与跨部门协作** · 负责组织和推动SFE相关重点项目落地, 包括销售效能提升、客户覆盖优化、目标设定、绩效分析、资源配置优化等。· 作为核心项目负责人, 协调各部门及Global团队等多方资源, 推动跨团队、跨部门及Global项目顺利实施。· 负责项目规划、进度管理、风险识别、问题解决及成果复盘, 确保项目按时、高质量交付。
- 2. **CRM及客户分级管理** · 负责CRM

体系相关运营工作, 包括客户分级、客户画像、客户覆盖、数据质量管理及系统流程优化。

基于业务需求与客户洞察, 持续优化客户分级逻辑及CRM应用场景, 提升销售团队的管理效率。

业务分析与决策支持 · 负责SFE相关业务分析工作, 包括销售表现分析、区域/团队绩效分析、客户覆盖与拜访行为分析、市场潜力分析等。

建立和优化业务分析报表、Dashboard及关键指标体系, 提升业务决策效率。

SFE运营管理 · 负责SFE日常运营工作, 包括数据流程管理、运营机制搭建、销售工具优化、激励和绩效相关支持等。

支持销售团队和业务部门提升运营效率, 推动标准化流程和最佳实践落地。

与业务BP、销售管理层及相关职能团队紧密合作, 提升SFE能力对业务增长的支持作用。

AI及数字化项目推动 ·

参与或主导AI、自动化分析、数字化运营工具等创新项目的设计与落地。

结合业务场景探索AI和数据工具在客户管理、销售分析、运营效率提升等方面的应用。

与IT、数据团队及Global团队合作, 推动数字化能力在本地业务中的应用。

Success Profile:

· **经验要求**

- 本科及以上学历数据分析、统计学、医药相关或其他相关专业优先。
- 具备多年SFE、商业卓越、销售运营、CRM运营或业务分析相关工作经验。
- 有BP工作经验, 能够深入理解业务需求并提供运营及数据支持者优先。
- 有Global项目、跨部门项目或大型系统项目经验者优先。

· **专业能力**

- 熟悉SFE核心模块, 如销售效能分析、客户分级、销售目标管理、资源配置、绩效追踪、销售行为分析等。
- 熟悉CRM系统及客户管理流程, 有客户分级、客户画像、客户数据治理经验者优先。
- 具备较强的数据分析能力, 能够从复杂数据中提炼业务洞察并转化为可执行方案。
- 熟练使用Excel、PowerPoint, 掌握Power BI、Tableau、SQL、Python或其他数据分析工具者优先。
- 对AI、数字化工具、自动化报表和业务智能应用有兴趣或相关实践经验者优先。

· **项目管理与沟通能力**

- 具备优秀的项目管理能力, 能够同时推进多个复杂项目。
- 具备较强的跨部门沟通、资源协调和问题解决能力。
- 能够与销售、市场、财务、合规法务、IT、数据团队及Global团队高效合作。
- 具备较强的结构化思维和业务敏感度, 能够将数据分析与业务场景结合。

· **语言能力**

- 英文听、说、读、写流利, 能够独立参与英文会议、撰写英文材料, 并与Global团队顺畅沟通。

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

International

Business Unit

Sales

地点

China

站点

Shanghai (Shanghai)

Company / Legal Entity

CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Functional Area

Sales

Job Type

Full time

Employment Type

Regular

Shift Work

No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6ad626a7d467a367136292", 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) }

```

Accessibility and accommodation

Novartis is 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 recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.china@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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