

Integrated Insights & DAP Associate

Job ID
REQ-10090275

十月 20, 2026

Kazakhstan

摘要

The Integrated Insights & Data, Analytics and Platforms (DAP) Pillar Associate enables data driven execution across Therapeutic Areas (TAs) and Value & Access by translating business priorities into insight requirements, analytics outputs, and data enablement.

The role integrates insight generation with data management, analytics, and platform enablement to provide a single, trusted view of business critical information.

It localizes, deploys, and supports international data, analytics, and technology platforms in line with global guidance and NPhS guardrails.

The role serves as the primary interface between TAs, Value & Access, Finance, and international Integrated Insights and DAP teams, with all prioritization and decision making authority residing at global, regional, or HQ levels.

About the Role

Major accountabilities:

Integrated Insights Enablement

- Translate TA and Value & Access business priorities into clearly defined insight questions, research briefs, and analytical requirements.
- Enable generation of integrated insights using internal and external data sources, including market research, competitive intelligence, and performance analytics.
- Prepare insight summaries, deep - dive analyses, and learnings to support planning, review, and resource discussions.
- Promote reuse of international research and knowledge assets prior to commissioning new local research.

Forecasting and markets model

- Prepare market assumptions, analytical inputs, and data sets to support forecasting and scenario discussions led by Finance, TAs, and Value & Access.
- Coordinate inputs across functions to enable a consistent and aligned view of market assumptions and outputs.
- Serve as the operational interface between TAs, Value & Access, Finance, and DAP for forecasting - related analytics and data needs.

Data Analytics and Platform supports TA, Value & Access and Medical Affairs teams across the following listed accountabilities.

Data Management, Analytics, and Reporting

- Maintain and feed a federated single, trusted view of business-critical data across internal and external data sources
- Define business rules for data processing and ensure data quality
- Define and maintain data sources, processing and quality for TA, Medical and Access Global KPI reporting
- Ensures alignment with international data governance frameworks
- Manages processes with third party data vendors
- Enable standardized dashboards and reports that highlight business critical metrics and aligned with International requirements such as ICE reporting and IMEx metrics dashboard
- Enable Access KPIs, Medical sub-national metrics dashboards, BEST, Commercial KPIs, ongoing cross functional analytics and reporting

- Ensure database management for Medical, in accordance with legal and compliance requirements for data access
- Enable of IMA iSEC dashboard & analytics reporting using VIP inputs (data pulling, data visualization, data trends) for use and interpretation of IMA
- Ensure reliable data maintenance and reporting—exploring automation opportunities—to support V&A tendering and Access Account Management business cases
- Collaborates with region/cluster Data teams to exchange best practices

Technology Platforms (Promotional platforms and other medical/access platforms)

- Drive change management and adoption of International technology platforms (example: SFMC, Oncore, C360, OnePSP, etc.) and other marketing platforms that enable users to consume information & engage with customers, and roadmap of implementation for the country
- Set country level vision, objectives, measures of success, and roadmap
- Ensure stakeholders (field force, TA, EE, Medical & Value & Access) and customers alignment
- Enable and implement ICE/IMEx tech readiness, incl. MEEP and VIP
- Oversee tagging for IMEx medical content and uploading into FUSE and CRM based on medical teams guidance.
- Maintenance of CRM, C360 platform for promotional, Medical Affairs and V&A requirements
- PSP, patient services and solutions, experience tech enablement and KPI tracking

AI and Digital Innovation

- Manage AI and digital products for customer engagement, medical and Value & Access stakeholders' engagement, internal productivity and foster the scalability for enterprise
- Ensure AI uptake and coordinate trainings with local capability building team

Key performance indicators:

- Timeliness and quality of integrated insights delivered
- Adoption and usage of dashboards and analytics outputs
- Data quality, completeness, and reliability metrics
- Technology platform deployment and adoption rates
- Platform data accuracy and consistency rate
- AI and advanced analytics enablement uptake
- Stakeholder satisfaction across TA, Value & Access, and enabling functions Technological readiness and sustainability enablement for ICE, IMEx, IPEx

Background

Education:

- University degree in bioscience or business administration

Languages:

- English
- Country language desirable

Experience/Professional Requirement:

- Pharma/biotech commercial data, digital platforms, or analytics roles experience preferred
- Advanced degree in a quantitative or technical field (e.g., Computer Science, Data Science, Engineering, Bioinformatics, Biostatistics) or equivalent experience.
- Hands-on experience in managing, designing, and editing CRM platforms and data platforms such as Salesforce, Veeva, OnCore, etc.
- Hands-on understanding of statistical methods, ML pipelines, feature stores, model monitoring, bias/fairness assessments, and responsible AI practices.
- Translating complex data initiatives into business value and risk reduction; storytelling with data and executive-ready communications.
- Worked within international data strategy and governance frameworks; ensured compliance with consent, privacy, and promotional standards.
- Led AI use cases for customer engagement and internal productivity from pilot to scale; defined local requirements and co-owned roadmaps with Intl CLS DAP, in collaboration with Intl MA and V&A.
- Measured impact (productivity, engagement, quality uplift) and ensured responsible AI practices, risk controls, and user enablement.
- Partnered with Integrated Insights to design KPI frameworks and automate reporting cadences; drove adoption across BU, MA, V&A, Field, and leadership.
- Strong knowledge of industry compliance requirements/standards (eg. data management/data privacy, promotional practices, field activities, and more in general of any applicable local laws
- End-to-end vendor lifecycle: selection, contracting, SLA definition, delivery oversight, and benefits realization.

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
Marketing

地点
Kazakhstan

站点
Kazakhstan

Company / Legal Entity
KZ03 (FCRS = KZ003) Novartis Kazakhstan LLP

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6ad7724408735374430305", 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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