

Head of Customer Excellence

Job ID
REQ-10073118
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Мексика

Сводка

The Customer Excellence team serves as the execution engine for customer engagement success, ensuring that launches are strategically planned, content is activated across channels, and customer engagement is orchestrated with precision. It oversees frameworks like ICE, ImEx, IpEx and DRO to drive consistent excellence across international markets.

Location: México City, CDMX
#LI-Hybrid

Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

About the Role

Key Responsibilities:

Content activation & Channel orchestration (including OMC-OCE/customer experience journeys and MEEP omnichannel excellence- Medical External Engagement Plan)

- Ensure content created by BU's and Medical Affairs is activated and ready to be used on field force and medical technological platforms in Oncore CRM to increase usage of iCVA and medical/access metrics.
- Ensure customer journeys are validated and aligned with content use
- Develop omnichannel excellence by providing implementation guidance and channel upskilling – use of SFMC (orchestration, iCVA usage) and other medical/access platforms
- Oversee tagging, FUSE uploading and MLR processes and ensure standards of execution
- Ensure content is activated on SFMC, and other medical/access platforms and ready to be used on field technological platforms
- Provide customer journey insight to continuously improve commercial, medical, and access customers engagement.

Meetings and Congresses

- Coordinate logistics, vendor mgmt, compliance requirements & scientific society engagement operations while TA/MA/V&A teams manage content and experts' relationships.
- Focusing on external meetings with HCP/Medical-Access experts, congresses and also on internal meetings like Cycle meetings across TAs to ensure adherence of consistent, efficient, measurable and compliant standards.

One-Brand-Plan rhythm & orchestration

- Ensure process (strategy is realized) happens and orchestrated locally
- Co-define execution metrics and KPIs

Dynamic Resource Optimization activation (Workforce planning & Channel optimization)

- Implement DRO frameworks to optimize promotional channel resources and measure KPIs
- Use AI-driven call planning and resource allocation to enhance field execution

ICE deployment orchestration

- Design & execute customer journeys across channels, integrating CRM, SFMC, & rep-triggered tools (in alignment to TA strategy)

Marketing Excellence Standards Setting

- Drive Marketing Execution Excellence to uplift marketeers' capability to be the best in industry and future-proof to changes in external environment

Launch Excellence

- Ensure LRR process happens and is orchestrated locally
- Partner with global & regional teams to enhance launch readiness process and operational excellence

ImEx deployment orchestration, including Medical Multi Channel Experts Engagement Excellence

- Co-design and execute MEEP (Medical External Engagement Plan) across channels, integrating different medical technology platforms/solutions (in alignment to Medical strategy)

Patients Engagement Excellence deployment orchestration

Implement standards and oversee deployment orchestration, of the framework defined by International CLS teams around personalized and omnichannel engagement for patients' engagement, in collaboration with local BUs, MA, V&A, Comms&Patients Engagement

Essential Requirements:

Education:

- University degree in bioscience or business
- Advanced degree in management

Languages:

- English. Country language desirable

Experience:

- 8–12+ years in customer excellence, commercial excellence, or omnichannel engagement within pharma/regulated life sciences, including consulting; exposure to FMCG industries is a plus.
- 5+ years of direct team leadership, including hiring, coaching, performance management, and succession planning across cross-functional and cross-market teams, direct or indirect P&L management is an advantage
- Proven track record in end-to-end omnichannel program delivery: CRM, marketing automation, content activation, and journey orchestration
- Proven track record in launch excellence orchestration: definition of readiness indices, training and enablement, cross-functional alignment.
- Meetings and congresses execution: vendor selection/management, budget control, end-to-end omnichannel experiences.
- Advanced analytics initiative implication experience, such as DRO, AI driven
- Change leadership: drive adoption of new journeys, tools, and standards; structured enablement and communications.
- Talent development: build future ready team, coach marketers and field teams on omnichannel best practices.
- Executive communication: present recommendations, risks, and highly proficient in concise, data-driven narratives.
- Strong knowledge of industry compliance requirements/standards and any applicable local laws and codes

Commitment to Diversity & Inclusion:

We are committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

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 \(PDF 30 MB\)](#)

Дивизион

International

Business Unit

General Management

Место

Мексика

Сайт

INSURGENTES

Company / Legal Entity

MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.

Functional Area

Маркетинг

Job Type

Full time

Employment Type

Regular

Shift Work

No

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Accessibility and accommodation

Novartis is committed to work with and provide 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 tas.mexico@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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