

# Customer Excellence Process Manager

Job ID  
REQ-10075806  
апр 14, 2026  
Мексика

## Сводка

The position is responsible for co-designing omnichannel strategies that enable differentiated and highly personalized experiences, effectively integrating offline and digital channels. Through the analysis and interpretation of engagement insights, the role drives relevant interactions via the right channel, supported by timely and meaningful content for each stakeholder.

In addition, the role supports OCE tactical planning from an integrated channel perspective, ensuring consistent orchestration between face-to-face (F2F) and digital touchpoints across the customer journey. The position ensures excellence in omnichannel operations and digital asset management, enabling effective content activation and a consistent, high-quality experience.

The role acts as a strategic partner to business teams, enabling greater impact through digital engagement, while ensuring compliance with governance, internal processes, and regulatory standards, and elevating marketing execution to industry best practices.

## About the Role

### Key Responsibilities

- Lead **operational excellence across omnichannel assets and channels**, ensuring effective content activation to enhance experience and engagement for commercial, medical, and access customers.
- Support business teams to maximize impact through **digital engagement**, ensuring alignment with therapeutic strategy and compliance with governance, internal processes, and regulations.
- Design and execute **end-to-end customer journeys across multiple channels**, integrating CRM, Salesforce Marketing Cloud (SFMC), and rep-triggered tools, in alignment with TA strategy.
- Oversee **channel orchestration and content activation**, ensuring materials are properly prepared, approved, and available across field, medical, and access technology platforms.
- Supervise **tagging processes, FUSE uploads, and MLR workflows**, ensuring quality, compliance, and execution timelines are met.
- Provide **customer journey and omnichannel performance insights**, supporting continuous improvement of commercial, medical, and access engagement.
- Manage and deliver initiatives and projects within **complex matrix environments**, collaborating with multiple internal and external functions and stakeholders.
- Act as a **change agent**, driving adoption of new digital capabilities, operating models, and best practices.

### Key Capabilities

- Critical thinking with a structured problem-solving approach.
- Strong **project management skills** in complex, matrixed environments.
- Strong analytical capability with a **data-driven mindset**.
- Excellent written and verbal communication skills across different organizational levels.
- **Change management mindset**, with the ability to drive adoption and transformation.

### Experience

- More than **5 years of experience in digital assets and omnichannel ecosystems**
- More than **2 years of experience operating digital assets and content operations**
- At least **1 year of experience in marketing strategies across offline and online channels**
- Proven experience leading and implementing projects in **complex matrix environments**.
- Experience managing **digital solutions and/or enhancing digital channel integrations**

### Knowledge

- Solid knowledge of **pharmaceutical operations**, including: Marketing, Medical, ERC, Finance, Supply Chain, Regulatory, Legal, Quality (QA), and Pharmacovigilance (PV).
- Familiarity with **MLR processes, content governance, and digital platforms** (CRM, SFMC, DAM, field activation tools).

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Дивизион  
International  
Business Unit  
Marketing  
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

### Ajustes de accesibilidad

Novartis tiene el compromiso de trabajar y proporcionar adaptaciones razonables para personas con discapacidad. Si, debido a una condición médica o discapacidad, necesita una adaptación razonable para cualquier parte del proceso de contratación, o para desempeñar las funciones esenciales de un puesto, envíe un correo electrónico a [tas.mexico@novartis.com](mailto:tas.mexico@novartis.com) y permítanos conocer la naturaleza de su solicitud y su información de contacto. Incluya el número de posición en su mensaje.

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