

# Senior Product Expert- CDP

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## Сводка

This role sits at the core of driving data-driven, personalized omnichannel engagement and digital marketing transformation across markets. You will lead the implementation, integration, and scale-up of Customer Data Platform (CDP) as a key catalyst for changing how brands plan, execute, and optimize their digital engagement. Working directly with local marketers, you will modernize omnichannel strategies, redesign customer journeys, and embed test-and-learn, analytics, and personalization into everyday ways of working. Core mission is to elevate digital marketing maturity, deliver stronger, more personalized customer experiences, and significantly improve marketing performance across markets.

## About the Role

**Location – Hyderabad #LI Hybrid**

### Key Responsibilities

- Work as product lead for CDP with a strong marketing lens: shape the roadmap around high-value marketing capabilities (advanced segmentation, identity resolution, real-time triggers, channel orchestration) based on country demand and impact potential.
- Partner with country marketing and omnichannel teams to identify and prioritize high-impact marketing use cases that drive measurable outcomes (e.g., HCP engagement, adoption, reactivation).
- Translate brand and campaign objectives into clear journey strategies, segmentation approaches, and personalization
- Build use-cases so that the countries can design and optimize end-to-end omnichannel journeys (email, SMS, in-app, web, rep-triggered, media audiences) including triggers, cadence, and content variations to increase engagement, conversion, and retention.
- Build reusable playbooks and blueprints that countries can adapt for launches, lifecycle programs, and always-on campaigns
- Continuously analyze performance data with markets (e.g., engagement, conversion, reach, frequency) to identify incremental improvements and new test ideas. Champion a “test-and-learn” culture across countries, driving A/B and multivariate tests that directly improve business KPIs.
- Collaborate with other team to unlock better marketing activation (richer segments, dynamic personalization, compliant outreach). Ensure that data and processes are fit-for-purpose for marketers, easy to use, and directly tied to campaign goals.
- Lead enablement of country marketers and omnichannel leads: train them on how to brief, design, and optimize journeys; share best-practice use cases and success stories; and build a global community focused on business impact rather than just platform features.

### Essential Requirements:

- Bachelor's or Master's degree in Marketing, Technology, Data Science, or a related field.
- Around 10 years of experience in marketing technology, marketing automation, or customer data management roles.
- Proven track record of delivering end-to-end marketing use cases that improved business KPIs across countries or business units.
- Strong understanding of MarTech ecosystems (CRM, MDM, Consent Management, Web Analytics, Campaign tools) and how they enable omnichannel journeys and personalization.
- Experience coordinating or leading global or regional implementations and transformation initiatives related to customer and marketing data.

### Desirable Requirements:

- Strategic, product-oriented thinker who starts from marketing and business goals and then shapes tech usage accordingly.
- Strong stakeholder management and influencing skills in a highly matrixed global environment, particularly with diverse country marketing teams.
- Excellent communication and storytelling skills, with the ability to turn complex data and architecture topics into simple, impact-focused narratives for marketers and senior leaders.
- Ownership mindset with a passion for building scalable, reusable marketing solutions that demonstrably move key metrics across markets.

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Маркетинг  
Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
No

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