

# CRM Associate

Job ID  
REQ-10078685  
Июн. 05, 2026  
Мексика

## Сводка

Ensure the stable and efficient day-to-day operation (Business-as-Usual, BAU) of CRM platforms at the country level, acting as the first-line support and executor of operational processes critical to business continuity (users, territories, data quality, consents, surveys, reporting, training, and field support). This role enables CRM to operate as a business-critical platform by reducing operational friction, improving user experience, and ensuring consistency in execution, while the CRM Manager focuses on strategy, roadmap, and governance.

## About the Role

### Major Responsibilities

#### CRM Strategy & Platform Ownership

- Implement the **CRM strategy** aligned with business priorities and global guidance.
- Select, manage, and operate CRM platforms (e.g., **Veeva, OnCore, MCCP, VIP Tool, CRM of the Future**), including roadmap, releases, and enhancements.

#### CRM Operations, Processes & Governance

- Own the **end-to-end CRM operation**, ensuring stability, compliance, and efficient day-to-day use.
- Define and maintain **CRM processes, SOPs, manuals, and playbooks**, in coordination with Data Governance and IT.
- Ensure **CRM integration** with BI, Field Excellence, Sales Operations, Finance, and other commercial systems.

#### Users, Adoption & Change Management (User-First CRM)

- Drive **high CRM adoption and meaningful usage** changing the perception of CRM from a reporting tool to **a field copilot**.
- Design and deliver **continuous, role-based training** (onboarding, micro-trainings, advanced use cases).
- Implement and manage **user support channels** to ensure fast and effective issue resolution.

#### Data Quality, Segmentation & Performance Enablement

- Partner with BI and Analytics teams to **transform CRM data into actionable insights** for Sales and Marketing.
- Support **sales force performance evaluation**, including territory design, sizing, deployment, and target setting.

#### Cross-Functional Project & Stakeholder Management

- Develop and coordinate **CRM-related project plans** across design, development, testing, and deployment stages.
- Lead multiple CRM initiatives simultaneously, ensuring **on-time, high-quality delivery** against defined KPIs.

#### Key Performance Indicators

- CRM adoption and active usage rate across the sales force.
- Data quality and segmentation accuracy of customer databases.
- Sales force productivity and effectiveness enabled by CRM.
- Timely and high-quality delivery of CRM projects and enhancements.
- Quality and consistency of CRM-based performance and activity insights.
- Compliance with defined CRM processes, standards, and governance.

#### Work Experience

- Experience in **CRM operations, commercial operations, or sales force enablement**
- +2 years working in **pharmaceuticals or other regulated industries** (preferred).
- High collaboration, drive, and team spirit (**must have**).
- Strong **strategic thinking** and business acumen.
- Ability to adapt and lead changes in dynamic environments.
- Proactive, curious, resilient mindset.
- Strong analytical, problem-solving, and communication skills.
- Excellent stakeholder and expectation management.

#### Education & Qualifications

- Bachelor's degree in **Engineering, Business Administration, Economics, or similar**.
- Hands-on experience managing CRM platforms such as **Salesforce, Veeva, or OnCore**.
- Demonstrated knowledge of **healthcare/pharma data sources** (e.g., IQVIA, DDD, HCOS, PSP).
- Experience with **field operations analytics**, incentive compensation, sizing, planning, and deployment.
- Strong skills in **data analysis and visualization** (Power BI, Excel).
- Experience with **ETL tools** (Power Query, Alteryx) and **Advanced Excel**.
- Fluent **English** (mandatory).

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