

Manager - CRM Product Management & Business Analysis

Job ID
REQ-10083229
авг 18, 2026
Индия
Available in: English

Сводка

- Explore, develop, implement and evaluate Digital innovation solutions that address customer needs. Co-create with key stakeholders to build partnerships and collaborations.
- Leads the delivery of multiple projects across a variety of creative and marketing channels, including print and digital media. Develop and coordinate project plans across the design, development and production stages of a project to support the successful delivery within set KPI's.
- Works in collaboration with brand teams, technical teams and all functions to maximize value.
- Provides consultancy, advice and assistance on strategy for commercialization of products, and influence marketing/Marketing Sales Operation team through delivery of proven analytics based projects.
- Provide analytics support to Novartis internal customers

About the Role

Key Responsibilities:

- *Support CRM initiatives through business analysis, requirements management, stakeholder engagement and delivery readiness activities*
- Partner with global business and digital stakeholders to understand strategic priorities, translate complex needs into scalable CRM solutions, and create meaningful value for customers and patients.
- Shape product excellence by establishing and continuously improving best practices for requirements management, process analysis, backlog governance, and delivery readiness.
- Drive business value realization by transforming business requirements into clear user stories, process flows, business rules, acceptance criteria, and outcome-focused documentation.
- Enable successful product delivery through effective planning, prioritization, dependency management, and close collaboration with cross-functional teams across the organization.
- Champion stakeholder engagement and alignment by facilitating workshops, fostering shared understanding, and ensuring transparent communication of priorities, risks, dependencies, and decisions.
- Advance digital transformation by identifying opportunities to streamline processes, enhance user experiences, and improve operational efficiency through innovative CRM capabilities.
- Support change adoption and business readiness by contributing to user validation, training, communications, and enablement activities that maximize solution adoption and long-term success.
- Develop talent and future capabilities through coaching, mentoring, and continuous learning opportunities that strengthen Product Management and Business Analysis expertise across the team.
- Ensure quality, compliance, and operational excellence by maintaining robust governance, documentation standards, traceability, and adherence to privacy, regulatory, and quality requirements throughout the product lifecycle.

Essential Requirements:

- 8+ years of experience in business analysis, product management support, consulting, CRM enablement, digital transformation, or related disciplines.
- Proven experience gathering, documenting, and managing business requirements and process improvements.
- Experience working in agile, product-led, or technology-enabled delivery environments.
- Strong communication and stakeholder management skills with the ability to work across business and technical teams.
- Experience supporting CRM, customer engagement, commercial, digital, data, or enterprise platform initiatives is preferred.
- Familiarity with Salesforce, Veeva, Marketing Cloud, Data Cloud, or similar enterprise platforms is desirable.
- Experience working with global stakeholders and distributed teams is preferred.
- Exposure to healthcare, pharmaceutical, or regulated environments is advantageous.

Desirable Requirement:

- Agility
- Analytical Thinking

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.

Accessibility and accommodation

Novartis is committed to working with and providing 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 diversityandincl.india@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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

US

Business Unit

General Management

Место

Индия

Сайт

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Маркетинг

Job Type

Full time

Employment Type

Regular

Shift Work

No

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