

Director – CRM Transformation and Operations

Job ID
REQ-10086696
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Индия

Сводка

The Director – CRM Transformation and Operations will provide strategic and operational leadership for the Salesforce-based CRM ecosystem supporting US commercial teams. This role will lead a multi-disciplinary organization of approximately 65 associates across CRM Product and Operations, CRM Data Integrations, CRM Labs, Field CRM Operations, and Marketing Automation. The role is accountable for shaping the CRM transformation agenda, supporting platform adoption, enabling scalable product and data capabilities, strengthening operational excellence, and ensuring that Salesforce capabilities deliver measurable business value for field, marketing, and commercial stakeholders.

About the Role

Director - CRM Transformation and Operations

Location – Hyderabad #LI Hybrid

Major Accountabilities:

- Lead and develop a 65-member CRM Transformation and Operations organization across CRM Product and Operations, CRM Data Integrations, CRM Labs, Field CRM Operations, and Marketing Automation.
- Drive CRM transformation initiatives that improve user adoption, data quality, field productivity, marketing effectiveness, workflow automation, and overall customer engagement excellence.
- Establish strong governance for CRM intake, prioritization, release planning, operational readiness, change management, and value realization in partnership with business and technology stakeholders.
- Provide leadership oversight for CRM data integrations, ensuring reliable, compliant, and business-ready data flows across CRM and connected platforms.
- Guide CRM Labs and innovation teams to pilot, scale, and industrialize new CRM capabilities, including automation, advanced analytics, AI-enabled workflows, and productivity enhancements.
- Ensure Field CRM Operations delivers high-quality, timely, and compliant operational support to sales and field teams across geographies and business units.
- Partner with Marketing, Commercial Operations, Data, Technology, and US business stakeholders to enable integrated campaign execution, marketing automation, segmentation, targeting, and omnichannel engagement capabilities.
- Define, monitor, and report KPIs related to platform adoption, operational quality, delivery performance, data integrity, stakeholder satisfaction, and business value realization. Build a high-performing, outcome-oriented team culture focused on collaboration, accountability, innovation, coaching, and continuous improvement.

Essential Requirements:

- Essential Requirements: Experience in pharmaceutical, healthcare, life sciences, or regulated commercial environments, with strong understanding of field force effectiveness, CRM-enabled customer engagement, and operational governance.
- Proven track record of leading Salesforce CRM transformation, platform enablement, and operational excellence programs that improve adoption, data quality, process efficiency, and measurable business outcomes.
- Strong strategic thinking, analytical judgment, and enterprise problem-solving skills, with the ability to translate complex CRM, data, and operational challenges into clear priorities, delivery roadmaps, and actionable business outcomes.

Desirable Requirement:

Novartis seeks a senior leader with deep experience in CRM transformation, commercial operations, and large-scale platform enablement within the pharmaceutical, healthcare, life sciences, or similarly complex regulated industries. The candidate should be able to lead large cross-functional teams, influence senior stakeholders, modernize CRM operating models, and create a collaborative, accountable, and innovation-driven work environment.

Minimum Experience:

- Bachelor's degree in technology, Information Systems, Marketing, Life Sciences, or a related field; master's degree preferred.
- 15+ years of overall professional experience, including significant leadership experience in CRM, commercial operations, platform enablement, digital transformation, or technology-enabled business operations.
- Strong Salesforce CRM experience, including product roadmap management, business process transformation, adoption, release governance, and operational support.
- Proven ability to lead large teams, preferably 50+ associates, across multiple functional areas and delivery portfolios.
- Strong understanding of CRM data, integrations, marketing automation, field operations, omnichannel engagement, and commercial technology ecosystems.
- Excellent executive communication, stakeholder influencing, problem-solving, and change leadership skills.
- Ability to operate in a fast-paced, matrixed, global environment while ensuring quality, compliance, and business impact.

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>

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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

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.

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