NOVARTIS

Manager - Customer Relationship Platform (Salesforce) Operations

Job ID
REQ-10091104
Ноя. 02, 2026
Индия

Сводка

This role will act as a critical bridge between country business teams (Sales, Medical, KAM) and global product teams, ensuring that local business needs are accurately represented while driving adoption of standardized CRM processes.

The ideal candidate brings strong CRM functional expertise, deep understanding of pharma commercial operations, and the ability to influence business stakeholders and drive adoption at scale.

About the Role

Key Responsibilities:

1. Country CRM Usage & Business Representation

A. Represent country CRM usage by providing insights into how CRM is leveraged across Sales, Medical, and KAM teams, including key processes, workflows, and pain points.

B. Support in the articulation of country-specific business needs, priorities, and nuances to ensure accurate reflection in CRM design and rollout planning.

2. Business Requirements Validation & Alignment

A. Support in the validation of business priorities and requirements to ensure they reflect country realities while aligning with the global CRM product scope and design principles.

B. Support refinement of requirements by bridging gaps between local expectations and standardized global solutions.

3. Business SME Support & Decision Enablement

A. Support the primary business SME for CRM by clarifying functional queries, reviewing solution outputs, and providing contextual inputs during design and implementation discussions.

B. Support informed decision-making by highlighting trade-offs, risks, and impacts of proposed CRM solutions on country operations.

4. CRM Adoption & Change Enablement

A. Support CRM adoption in-country by reinforcing standard ways of working and promoting alignment with global processes and tools.

B. Support rollout readiness by collaborating with change and training teams to drive business engagement, user preparedness, and adoption success.

Essential Requirements:

- Considerable functional expertise in CRM platforms – either Veeva CRM or Salesforce Life Sciences Cloud
- Considerable understanding of pharma commercial operations, including Sales, Medical, and Key Account Management (KAM)
- Strong stakeholder management and influencing skills across business and global product teams
- Experience driving user adoption and change enablement initiatives
- Strong communication and facilitation skills for cross-functional discussions
- Awareness of regulatory and compliance considerations in CRM usage
- Ability to work in cross-functional, multi-geography environments

Desirable Requirements:

- Experience in CRM transformation or migration programs (Veeva or Salesforce highly preferred)
- Exposure to change management, training, or adoption programs
- Experience working in global rollout programs across multiple countries

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?
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Дивизион
International
Business Unit
Marketing
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

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