NOVARTIS

Senior Manager, Customer Analytics Excellence & Governance

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Сводка

The AIDE organization will enable Insights & Analytics to engineer the optimal decision environment for the US business by orchestrating, integrating, and synthesizing insights and analytics across therapeutic areas, functions, and the enterprise.
The SM, Analytics Excellence and Governance (AEG) will support the pillar Director in execution, governance, and continuous evolution of the enterprise analytics capability strategy across customer and patient capabilities. This role will support and enable I&A to translate enterprise directions across patient and customer analytics into integrated capability roadmaps, investment priorities, governance frameworks, and operating models by partnering closely with AIDE OPM pillar leads.

About the Role

Senior Manager, Customer Analytics Excellence & Governance
Location – Hyderabad #LI Hybrid

Major Accountabilities

- The Senior Manager, AEG serves as the enterprise business owner for patient or customer intelligence frameworks, standards, and governance.
- This role is accountable for defining how analytics intelligence is structured, governed, standardized, and adopted across the organization.
- The role establishes common business definitions, decision frameworks, business rules, methodologies, and requirements that enable consistent, trusted, and reusable patient insights across brands, therapeutic areas, and enterprise decision processes.

Patient / Customer Intelligence Ownership

- This role will co-own the patient or customer intelligence strategy, standards, business rules, analytics intelligence frameworks, respective KPIs, governance processes, business requirements, and enterprise patient intelligence assets.
- The role is accountable for defining what patient / customer intelligence capabilities are needed, how they are governed, how success is measured, and how they support enterprise decision making.
- The SM, AEG will serve as business partner guiding capability intelligence requirements, prioritization, governance, adoption, and value realization.

Enterprise Analytics Excellence & Roadmap

- Help define and maintain the enterprise patient intelligence capability strategy and roadmap.
- Enable alignment of patient intelligence priorities with enterprise analytics, AI, data, and decision intelligence strategies.
- Identify capability gaps, modernization opportunities, and future-state patient intelligence needs.

Enterprise Patient Frameworks & Standards

- Help establish common patient definitions, business rules, KPIs, analytical methodologies, and decision frameworks.
- Help define and govern reusable patient intelligence assets that scale across brands and therapeutic areas.
- Standardized approaches for patient opportunity assessment, unmet need identification, care pathway analysis, and patient insights generation.

Enterprise Customer Frameworks & Standards

- Help establish common customer, account, HCP, HCO, payer, and network intelligence definitions, business rules, KPIs, analytical methodologies, and decision frameworks.
- Help define and govern enterprise customer hierarchies, account intelligence standards, affiliation methodologies, engagement intelligence principles, and customer information standards.
- Standardize customer intelligence approaches that support field orchestration, targeting, deployment, CRM, and commercial decision making.

Patient Intelligence Data Strategy & Stewardship

- Define business requirements for patient-related data assets, master data, reference data, business rules, and intelligence capabilities.
- Provide business support for patient intelligence data investigations, business-rule interpretation, KPI validation, and remediation prioritization.
- Serve as the business steward for patient intelligence definitions, standards, and requirements while SPT retains ownership of technical data strategy, architecture, data engineering, and master data management operations.
- Collaborate on data investigations, issue resolution, stakeholder communications, and remediation activities impacting patient intelligence capabilities.
- Support business validation, user acceptance testing, and successful adoption of patient-related data products and capabilities.

Customer Intelligence Data Strategy & Stewardship

- Help define business requirements for customer, account, HCP, HCO, payer, network, affiliation, reference, and master data assets required to support customer intelligence capabilities.
- Provide business support for customer data investigations, business-rule interpretation, KPI validation, stakeholder communications, and remediation prioritization.
- Serve as the business steward for customer intelligence definitions, standards, and requirements while SPT retains ownership of technical data strategy, architecture, data engineering, and MDM operations.
- Support business validation, user acceptance testing, and successful adoption of customer-related data products and capabilities.

Patient Intelligence Portfolio & Prioritization

- Partner with business stakeholders, SPT, Analytics Product, Medical, Market Access, Precision Health, and analytics teams to evaluate, prioritize, and sequence enhancement requests, data investments, and capability improvements.
- Establish governance processes for intake, prioritization, trade-off decisions, and value realization.
- Support to ensure patient intelligence investments align with enterprise priorities, strategic objectives, capacity constraints, and business value.
- Evaluate emerging business needs, data opportunities, and technology capabilities to inform future roadmap decisions.

Customer Intelligence Portfolio & Prioritization

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- Support to ensure customer intelligence investments align with enterprise priorities, strategic objectives, capacity constraints, and business value.
- Evaluate emerging business needs, data opportunities, and technology capabilities to inform future roadmap decisions.
- Serve as the business partner of the customer intelligence capability backlog, ensuring priorities, requirements, and delivery plans remain aligned to evolving business needs.
- Participate in agile planning, release governance, and roadmap reviews to ensure delivery teams are focused on the highest-value business outcomes.

Business-to-Product Translation

- Help translate priority business questions into analytics, data, AI, technology, and workflow requirements.
- Support traceability from business objectives through capability design, implementation, adoption, and value realization.
- Support integrated business and technology roadmap planning.
- Help translate prioritized business needs into well-defined epics, features, requirements, and capability enhancements suitable for agile delivery teams.

Governance, Adoption & Value Realization

- Establish governance processes, decision rights, ownership models, and review mechanisms for patient intelligence capabilities.
- Monitor adoption, utilization, conformance, and business value realization.
- Enable continuous improvement and maturity of enterprise patient intelligence capabilities.

Patient Opportunity & Precision Health Enablement

- Enable enterprise understanding of patient opportunity, unmet need, patient journeys, and care pathways.
- Support the evolution of compliant patient identification, patient finding, and precision health capabilities through clear business requirements, standards, and governance.
- Enable patient intelligence capabilities to effectively support future commercial and clinical decision making.

Data Stewardship, Issue Resolution & Business Communications

- Partner with the SPT Data Strategy, Data Engineering, and Analytics Product teams to identify, prioritize, resolve, and communicate patient data quality, availability, and business-rule issues.
- Support business assessment of data defects, impacts, root causes, and remediation priorities.
- Ensure timely stakeholder communication regarding material data issues, enhancements, releases, and capability changes.
- Coordinate business validation, user acceptance testing, and readiness activities for patient intelligence data assets and related capabilities.
- Monitor ongoing data health, quality trends, and adoption challenges, escalating risks and driving corrective actions as needed.

Minimum Requirements

Education: Bachelor’s degree required. Advanced degree in Business, Analytics, Data Science, Engineering, Life Sciences, Public Health, or a related field not mandatory but preferred.

- 8+ years of leadership experience in analytics, insights, decision intelligence, commercial strategy, capability management, or business transformation.
- Proven success translating enterprise strategy into integrated analytics or decision-intelligence capability roadmaps and measurable outcomes.
- Experience establishing governance, operating models, decision rights, portfolio practices, and value-realization frameworks.

- Experience leading analytics modernization, automation, AI adoption, process transformation, or operating-model change.
- Demonstrated ability to translate business priorities into integrated analytics, data, AI, product, and technology plans.
- Strong track record partnering with senior business and technology leaders in complex matrix organizations.
- Experience with commercial analytics, field effectiveness, CRM-enabled capabilities, customer engagement, or field-orchestration analytics.
- Experience leading and developing senior talent and globally distributed teams.

Essential Requirements

- Enterprise analytics and capability strategy execution
- Integrated business capability architecture
- Executive governance and decision-right design
- Enterprise portfolio and investment oversight
- Business-to-product translation
- Analytics modernization and operating-model transformation
- Field-orchestration analytics and decision-support capabilities
- Executive communication, influence, and conflict resolution
- Global operating-model leadership
- Responsible AI, data governance, privacy, and risk management
- Talent and succession leadership

Preferred Skill Sets

- Pharmaceutical, biotechnology, life sciences, or healthcare experience.
- Experience serving as executive business owner or sponsor for enterprise analytics, digital, AI, CRM, or customer-engagement capabilities.
- Experience with AI-enabled analytics, intelligent automation, decision intelligence, next-best-action, or field-orchestration analytics.
- Experience leading enterprise transformation and capability-adoption programs.

Success Measures

- Increased adoption and reuse of enterprise patient and customer intelligence frameworks, standards, and capabilities.
- Improved consistency, quality, and trustworthiness of patient, customer, account, HCP, HCO, payer, and network intelligence assets.
- Enhanced visibility into patient opportunity, unmet need, care pathways, and patient outcomes.
- Strong alignment between patient and customer intelligence priorities and SPT Data Strategy, MDM, CRM, and analytics product roadmaps.
- Reduced duplication of patient and customer analytics, business rules, definitions, and data assets.
- Delivery of scalable patient and customer intelligence capabilities that improve decision quality and business outcomes.
- Prioritized patient and customer intelligence roadmap delivered against strategic business objectives.
- Stakeholder satisfaction with intake, prioritization, governance, and delivery processes.

Location: Hyderabad NKC | Hybrid | 3 days a week in office is mandatory.

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)

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US
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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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