NOVARTIS

Senior Manager, Customer, Patients and Market Decision Intelligence

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Индия

Сводка

The AIDE Opportunity, Performance and Measurement team enables I&A, Commercial and Field organizations to improve decision-making by leveraging superior data, deep functional expertise, analytical capabilities, and data know-how to generate actionable insights that drive business growth and enhanced performance across the portfolio. The team works closely with East Hanover COE and Decision Intelligence teams and brings analytical rigor, business insights, and innovative approaches to support smarter, data-driven decisions.

The Senior Manager, CPM DI supports the delivery of strategic insights and decision intelligence to business stakeholders through an integrated brand-based POD model. The role focuses on understanding business performance drivers and identifying customer, patient, provider, and market opportunities to improve commercial outcomes for respective therapy area. The SM partners closely with the Associate Director and cross-functional AIDE stakeholders to develop integrated insights, shape business recommendations, and ensure high-quality execution of analytical priorities for the assigned therapy area and brands. The individual will also lead a team of associates in Hyderabad and contribute to capability development, operational excellence, and stakeholder engagement.

About the Role

Senior Manager, Integrated Customer, Patients and Market Decision Intelligence
Location – Hyderabad #LI Hybrid

Major Accountabilities

- Patient journey and pool prioritization: Drive development of detailed patient journey maps to identify diagnosis and treatment pathways, leakage points, barriers, and engagement opportunities, supporting patient pool prioritization across key stages of the journey for all brands in the therapy area.
- Patient, HCP, and provider segmentation: Conduct patient, HCP, provider, and account segmentation analyses using behavioral, attitudinal, clinical, access, and organizational attributes to inform targeted engagement strategies for brands in the assigned therapy area.
- Influence mapping: Support KOL and influence network identification through analysis of HCP influence, peer connectivity, expertise, and market reach for brands in the assigned therapy area.
- Integrated narrative: Contribute to integrated business narratives that connect customer, patient, provider, and market insights with business performance, strategy, and growth opportunities, in partnership with POD stakeholders.
- Lead execution of patient, provider, and account analytics initiatives while ensuring analytical rigor, insight quality, and alignment with business priorities.
- Partner with Data Operations, Functional Excellence, Reporting, and Quality teams to improve the data-to-insight pipeline and support timely identification and resolution of data quality issues.
- Support delivery of cross-portfolio analytics and ad hoc requests related to customer, patient, provider, HCP, and market dynamics, leveraging therapeutic area expertise and available organizational capabilities.

People Leadership & Functional Excellence

- Lead and develop a focused high-performing team of associates, fostering accountability, collaboration, functional expertise, and high-quality execution for the aligned brand.
- Coach, mentor, and support development of team members through effective performance management, feedback, and career development planning.
- Navigate cross-functional complexities and help enable timely, informed decision-making by identifying key business issues, prioritizing effectively, and maintaining focus on strategic objectives.
- Support hiring, onboarding, talent development, and engagement activities to strengthen team capabilities and ensure sustainable growth.

Minimum Requirements

- Minimum 8 years of experience in the pharmaceutical or healthcare industry, with a strong understanding of market dynamics, healthcare ecosystems, patient journeys, and provider behavior.
- Proven experience in customer analytics, business analytics, strategic planning, performance management, or related analytical functions, with demonstrated impact on business outcomes.
- 4+ years of domain expertise in one or more of the following: enterprise analytics, secondary data analytics, primary market research, field analytics, patient service analytics, customer analytics, or management consulting.
- 2+ years of people management experience, including leading analytical teams and supporting data-driven decision-making for senior stakeholders.

- Experience developing customer, patient, and provider segmentation frameworks using behavioral, attitudinal, clinical, and market data.
- Experience creating patient and provider journey maps and managing multiple analytics initiatives simultaneously.
- Experience partnering with cross-functional stakeholders and translating analytical findings into actionable recommendations.
- Demonstrated ability to operate effectively in complex, matrixed organizations and deliver high-quality outcomes under evolving business priorities.
- Proven track record of leading analytical workstreams and driving execution through cross-functional teams.

Essential Requirements

- Strong business acumen with an understanding of pharmaceutical commercial and healthcare business dynamics.
- Solid understanding of patient, provider, customer, and healthcare network data sources.
- Strong analytical and problem-solving capabilities, with the ability to synthesize complex information into actionable insights.
- Excellent verbal and written communication skills, with experience presenting findings to senior stakeholders.
- Ability to collaborate effectively across marketing, market research, field insights, patient engagement, forecasting, and performance analytics functions.
- Strong stakeholder management and influencing skills within matrixed environments.
- Commitment to advancing data-driven decision-making and continuous improvement.
- Ability to excel in a dynamic, fast-paced environment while effectively managing competing priorities.

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)

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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