

Manager, MarTech Product Analytics

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REQ-10064533
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Индия

Сводка

Lead the development of OKR and product analytics frameworks for US MarTech, establishing portfolio-wide tracking and reporting on progress, budget, risks, and opportunities. Deliver clear, executive-ready insights and visualizations that drive data-informed decisions, accelerate product adoption and evolution, and incorporate continuous end-user feedback—while ensuring compliance with Novartis policies and collaborating closely with Chief Product Owners and IMO stakeholders.

About the Role

Location – Hyderabad #LI Hybrid

Major Accountabilities

- Establish robust measurement framework for product management analytics including reporting platforms in close collaboration with Chief Product Owners across US MarTech Product management
- Support in tracking and reporting of MarTech portfolio initiatives including status updates, budget utilization, risks and opportunities
- Where applicable, establish end-to-end metric drill down mechanism and customize metrics for various user groups and enable reporting of these metrics on a periodic basis
- Be the champion to drive data driven decisions for Senior Management that informs change and training needs across user groups thereby improve product adoption and utilization
- Devise continuous feedback loop across end-users and incorporate the same in measurement framework to enable continuous evolution of product features and usability
- Accountable for periodic reporting for all Chief Products Owners and Senior management on product metrics and insights that drives actions across the organization
- Active participation in various knowledge sharing sessions that enables product adoption and evolution across IMO organization
- Comply to all Novartis operating procedures as per legal / IT / HR requirements

Key Performance Indicators

Business Results:

- o Product Adoption through data driven insights
- o Improved product measurement, enabling product evolution
- o Consistent quality data and insights delivered to senior management

Strategy/Customer Focus:

- o Drive design and measurement in collaboration with Chief Product Owners (CPOs)
- o Collaborate with key stakeholders in IMO to drive product analytics and insights

Capabilities & Expertize:

- o Product Analytics and Insights
- o Story telling with Data
- o SQL/SAS/Qlik/ /Alteryx/R/ Python/ Business Intelligence tools
- o Data modelling and analytics expertise in SQL/Alteryx/SAS/R/Python.
- o Experience in visualization tools such as PowerBI or equivalent would be an added advantage.

Soft Skills:

- o Excellent presentation skills
- o Excellent interpersonal and communication skills
- o Ability to operate effectively in an international matrix environment.
- o Strong stakeholder management skills
- o Strong team player who is dynamic and result oriented

Educational Qualifications & Minimum Work Experience

- o Experience (7+ years) in analytics in a market research firm or pharmaceutical company or large technology based organization
- o Should have an strong understanding of Product Management frameworks and product analytics across varied type of technology platforms
- o Understanding of Pharmaceutical business including its regulatory environment is an added advantage Strong analytical thinking with problem solving approach
- o Should have worked in an international company with exposure to working in cross-cultural environment
- o Strong stakeholder engagement and influencing skills; with working experience in a highly matrix organization
- o Strong and proactive business results-focus, and proven ability to provide insights that increase productivity

Why Novartis: Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

You'll receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook <https://www.novartis.com/careers/benefits-rewards>

Commitment to Diversity and Inclusion:

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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

Novartis is 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.

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