

# Associate Director – Reporting Transformation & AI Enablement

Job ID  
REQ-10073036  
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## Сводка

The Associate Director will lead the modernization of commercial performance analytics, transforming traditional reporting into AI-enabled, insight-driven decision support. The role is responsible for architecting and delivering enterprise-grade BI and analytics solutions using modern data platforms such as Databricks and cloud data warehouses, while driving advanced KPI harmonization and scalable semantic models.

This leader will spearhead GenAI-powered conversational analytics, intelligent automation, and agent-based insight generation to shift from reactive dashboards to proactive performance management. The role partners closely with commercial stakeholders to embed analytics into strategic decision-making and ensure executive-ready storytelling.

Additionally, the Associate Director will build and mentor high-performing analytics teams, champion data governance and compliance, and foster innovation across modern analytics, AI, and automation capabilities.

## About the Role

**Location:** Hyderabad | #LI-Hybrid

### Key Accountabilities:

#### 1. Commercial Performance Analytics Strategy

- Define and execute the **future-state vision** for commercial performance analytics, evolving from static dashboards to **AI-augmented, conversational, and proactive insights**.
- Partner with senior commercial leaders to embed analytics into **performance reviews, planning cycles, and execution tracking**.
- Act as a thought leader for **modern analytics platforms, advanced BI, and GenAI adoption** within Commercial Reporting Analytics.

#### 2. Advanced BI & Reporting Products

- Lead the design and delivery of **enterprise-grade reporting and analytics products**, leveraging:
  - **Power BI/Angular** (enterprise semantic models, optimized DAX, deployment pipelines)
  - **Standardized KPI frameworks** and reusable metrics layers
- Drive adoption of **self-service analytics** while maintaining strong governance, consistency, and performance.
- Transition reporting from **dashboard-centric delivery** to **insight-centric experiences**, including narrative and AI-generated explanations.

#### 3. Modern Analytics & Data Platform (Core Focus)

- Architect and oversee analytics solutions built on modern platforms such as:
  - **Databricks** (Lakehouse architecture, Spark, Delta Lake)
  - **Cloud data warehouses** (Snowflake, BigQuery, Azure Synapse)
- Lead analytics engineering best practices, including:
  - Advanced SQL and dimensional / semantic data modeling
  - Good to have experience of building data ingestion pipelines using **Databricks, Dataiku, Airflow**, and cloud-native orchestration tools
- Partner with Data Engineering and IT to ensure:
  - Scalable, performant, and compliant data pipelines
  - Strong data quality, lineage, and governance controls

#### 4. Advanced Performance Analytics & Insight Generation

- Drive advanced analytical approaches focused on **commercial performance**, including:
  - Sales performance tracking and trend analysis
  - Forecast versus actual performance monitoring
  - Promotional and campaign performance measurement
- Design scalable analytical frameworks that enable **root-cause analysis, performance narratives, and actionable recommendations**
- Translate complex analytical outputs into **clear, executive-ready insights**.

#### 5. Generative AI & Conversational Analytics

- Lead the design and deployment of **GenAI-powered conversational analytics solutions**, including:
  - Chatbots enabling **natural-language interaction** with commercial performance data
  - AI assistants delivering **on-demand insights, explanations, and performance summaries**
- Implement enterprise-ready GenAI architectures using:
  - Azure OpenAI / OpenAI / Vertex AI
  - Retrieval-Augmented Generation (RAG)
  - Secure prompt engineering, evaluation, and monitoring frameworks
- Ensure AI solutions adhere to **pharma compliance, data privacy, and responsible AI standards**

## 6. Agent-Based Analytics & Intelligent Automation (Advanced / Emerging)

- Design and pilot **agent-driven analytics capabilities** that:
  - Monitor KPIs and detect performance anomalies
  - Proactively generate insight narratives and alerts
  - Automate recurring reporting and analytical workflows
- Collaborate with platform teams to evolve from **reactive reporting** to **proactive, agent-enabled insight delivery**.
- Evaluate emerging **agent orchestration and workflow automation frameworks**

## 7. Stakeholder Engagement & Insight Storytelling

- Deliver compelling, executive-level storytelling through:
  - Interactive BI experiences
  - AI-generated narratives
  - Strategic presentations and leadership reviews
- Act as a trusted analytics advisor to senior commercial stakeholders.
- Influence decisions by clearly communicating **what happened, why it happened, and what actions to take**

## 8. Team Leadership & Capability Building

- Lead, mentor, and develop analytics professionals across:
  - BI and analytics engineering
  - AI-enabled reporting and insight delivery
- Build team capability in **modern analytics platforms, GenAI usage, and insight storytelling**
- Foster a culture of **innovation, automation, and continuous improvement**

## Qualifications & Experience

### Education

- Bachelor's degree in Engineering, Computer Science, Information Systems, Statistics, Economics, or related field
- Master's degree or MBA preferred

### Experience

- 12+ years of experience in **commercial performance and advanced analytics, reporting, GenAI**
- Strong preference for **pharmaceutical or life sciences commercial experience**
- Proven experience leading **enterprise analytics modernization initiatives**

### Technical Skills (Modern Stack)

#### Required

- Advanced expertise in **Power BI/Angular** (enterprise semantic models, DAX optimization, capacity management)
- Strong hands-on experience with **SQL** and analytics engineering
- Deep experience with **Databricks/Dataiku** (Lakehouse architecture, Spark, Delta Lake)
- Experience with orchestration tools (**dbt, Airflow, cloud-native pipelines**)
- Strong understanding of **commercial performance data domains** (sales, marketing, field activity)
- Solid data governance, security, and compliance mindset

#### Highly Desired

- Experience building **GenAI-powered chatbots or conversational analytics solutions**
- Hands-on exposure to **LLMs, RAG architectures, prompt engineering, and AI evaluation**
- Familiarity with **agent-based or autonomous analytics concepts**
- Python experience for **analytics automation and AI integration**

### Leadership & Behavioral Competencies

- Strong executive presence and stakeholder management skills
- Ability to balance **strategic vision with hands-on execution**
- Comfortable driving innovation in **complex, regulated environments**
- Excellent communication and storytelling abilities

**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/roadmap/people-and-culture>

### Commitment to Diversity & Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse team's representative of the patients and communities we serve.

**Values and Behaviors:** Demonstrates and upholds Novartis values and behaviors in all aspects of work and collaboration.

**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.

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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

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](mailto: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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