

Associate Director – AI & Analytics for Customer Engagement

Job ID
REQ-10074121
мар 23, 2026
Испания

Сводка

#LI-Hybrid

Location: Barcelona, Spain

Relocation Support: This role is based in Barcelona, Spain. Novartis is unable to offer relocation support: please only apply if accessible.

Power the future of our marketing technology ecosystem by turning data into meaningful customer experiences at scale. As Associate Director, AI & Analytics for Customer Engagement, you will lead the end-to-end design, development, deployment, and operations of artificial intelligence, machine learning, and generative artificial intelligence solutions—embedding them into customer-relationship-management systems, Salesforce Marketing Cloud, web experiences, and social channels. You'll collaborate with Data, Analytics and Marketing Platforms, Commercial Launch Strategy, and International/Regional/Country partners to translate insights into action, standardize global solutions while adapting to local needs, and drive measurable commercial impact. You will also shape roadmaps, prioritize investments, build capabilities, and monitor performance within a culture that values co-creation, agility, and clarity in complex, fast-changing environments.

About the Role

Key Responsibilities:

- Lead end-to-end delivery of AI and analytics solutions that elevate customer engagement across the marketing technology ecosystem.
- Manage and evolve scalable analytics products that drive actionable, data-driven insights for commercial decision-making.
- Build, deploy, and operationalize AI, machine learning, and generative artificial intelligence capabilities within marketing and engagement platforms.
- Adapt global AI and analytics solutions to country needs while safeguarding standardization, quality, and scalability.
- Partner with cross-functional teams to identify opportunities and translate insights into measurable commercial impact.
- Collaborate with Data, Analytics and Marketing Platforms to ensure seamless platform integration and performance.
- Provide strategic input on prioritization, capability building, and roadmaps for AI and analytics in customer engagement.
- Support budgeting, resource planning, timelines, and change-management efforts across solution lifecycles.
- Ensure marketing-technology-embedded AI solutions align with commercial objectives and evolve with platform advancements.
- Monitor solution performance, optimize workflows, and promote best practices within a co-creation, agile environment.

Essential Requirements:

- Graduate-level degree in a quantitative field such as data science, engineering, or mathematics.
- At least six years of experience in data analytics, marketing science, or customer engagement analytics within marketing technology environments.
- Minimum six years working in the pharmaceutical, biotechnology, or healthcare sector in analytics or artificial intelligence-driven commercial roles.
- Demonstrated experience designing and developing artificial intelligence, machine-learning, and generative-artificial-intelligence solutions, including those using unstructured data.
- Proven ability to integrate artificial-intelligence and analytics capabilities into customer-relationship-automation platforms, and digital engagement ecosystems.-management systems, marketing
- Strong understanding of the pharmaceutical value chain, including field, marketing, and sales analytics.

Desirable Requirements:

- Hands-on experience working within agile methodologies and contributing to iterative solution delivery.
- Ability to translate complex analytical outputs into practical recommendations that support commercial decision-making.

Benefits and Rewards:

Company Pension Plan, Life and Accidental Insurance, Meals Allowance or Canteen in the office, Flexible working hours. Read our handbook to learn about all the ways we'll help you thrive personally and professionally: [Novartis Life Handbook](#)

Commitment to Diversity and Inclusion / EEO

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

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
International
Business Unit
Marketing
Место
Испания

Сайт
Barcelona Gran Vía
Company / Legal Entity
ES06 (FCRS = ES006) Novartis Farmacéutica, S.A.
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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