

Director, Product Strategy (2 Positions)

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REQ-10074365
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Novartis is on a mission to transform medicine and improve lives worldwide. As a global leader in healthcare, we leverage advanced technology and data to deliver patient-centric solutions, enhance customer engagement, and drive innovation. The Insights and Decision Science (IDS) team is dedicated to enabling improved decision making at Novartis by leveraging superior data to identify actionable insights that drive enhanced performance. The US CRM organization sits within IDS and plays a crucial role in driving the transformation to a customer 360 operating model.

Reporting to the Executive Director, CRM Product Strategy, and working closely with the VP, Head of CRM, Strategy & Product Management, this role serves as the strategic architect of the CRM future state, responsible for defining where the organization should go and inspiring alignment around a compelling long-term vision.

There are 2 positions available, one more focused on Product Vision and one on Platform Roadmap

These roles set the strategic direction for CRM capabilities, evaluates emerging technologies (including AI and agentic solutions), and ensures the CRM vision aligns with commercial strategy, customer experience goals, and enterprise transformation priorities.

This position will be located at the East Hanover, NJ site and will not have the ability to be located re-motely. This position will require 15% travel as defined by the business (domestic and/ or international).

About the Role

Major Accountabilities:

Vision & Strategy Creation: Develop and steward a compelling, forward-looking CRM vision aligned to US enterprise strategy and Customer 360 transformation goals. Identify mid- and long-term opportunities for innovation across multiple technology stacks including Salesforce, Veeva, Microsoft as well as emerging CRM technologies

Define and Execute Platform Roadmap: Develop and maintain a strategic platform roadmap that aligns with the overall CRM product vision and Novartis business objectives. Ensure the roadmap incorporates emerging technologies, best practices, and evolving business needs.

Strategic Discovery & Innovation: Lead discovery initiatives, design-thinking workshops, and proofs of concept to validate future-state capabilities. Evaluate emerging technologies to determine feasibility, value, and alignment with business priorities

Governance & Alignment: Establish a CRM product vision governance model that ensures consistency, alignment, and transparency

Communication & Thought Leadership: Evangelize the CRM vision across the organization, shaping enterprise understanding of future capabilities. Serve as a thought leader on CRM innovation, AI, and emerging technologies within Life Sciences.

Platform Innovation and Scalability: Identify opportunities to leverage traditional and agentic (AI-driven) solutions to enhance platform capabilities. Drive the adoption of scalable, modular platform components that support diverse customer journeys and business processes.

Performance Measurement and Optimization: Define and track success metrics for platform initiatives (e.g., adoption rates, business impact, strategic value delivery). Continuously assess platform health and performance, making data-driven decisions to optimize outcomes.

Leadership and Team Development: Build and lead a high-performing team focused on platform strategy and execution. Foster a culture of innovation, accountability, and continuous improvement.

Essential Requirements:

- Bachelor's degree required; Master's degree, MBA, or strategy/innovation background preferred
- 7+ years in product strategy, consulting, innovation, product management, or enterprise technology leadership roles
- Demonstrated ability to develop long-range product or technology visions that drive organizational transformation
- Deep knowledge of CRM technologies (Salesforce, Veeva) and AI/ML applications in commercial operations
- Experience leading discovery, concept design, and proofs of concept for new capabilities
- Proven track record influencing senior stakeholders to align on and fund long-term technology or product strategies
- Strong understanding of the pharmaceutical industry, including regulatory requirements, market dynamics, and the US commercial landscape
- Excellent storyteller with strong communication skills for executive and technical audiences
- Proven matrix leadership experience in complex life science environments
- Ability to adapt strategies and approaches in a rapidly evolving technological landscape

Novartis Compensation Summary:

The salary for this position is expected to range between \$185,500 and \$344,500 per year.

The final salary offered is determined based on factors like, but not limited to, relevant skills and experience, and upon joining Novartis will be reviewed periodically. Novartis may change the published salary range based on company and market factors.

Your compensation will include a performance-based cash incentive and, depending on the level of the role, eligibility to be considered for annual equity awards.

US-based eligible employees will receive a comprehensive benefits package that includes health, life and disability benefits, a 401(k) with company contribution and match, and a variety of other benefits. In addition, employees are eligible for a generous time off package including vacation, personal days, holidays and other leaves.

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 \(PDF 30 MB\)](#)

EEO Statement:

The Novartis Group of Companies are Equal Opportunity Employers. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status.

Accessibility & Reasonable Accommodations

The Novartis Group of Companies are 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 application process, or to perform the essential functions of a position, please send an e-mail to us.reasonableaccommodations@novartis.com or call +1(877)395-2339 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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General Management
Место
США
Состояние
New Jersey
Сайт
East Hanover
Company / Legal Entity
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Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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