

Associate Director CRM Platforms

Job ID
REQ-10075285
апр 13, 2026
Испания

Сводка

The Associate Director, CRM Platforms will act as Product Owner for specific components and capabilities within the new Salesforce Life Sciences Cloud-based platform across 90+ international markets. The role will shape process design, validate requirements, and partner with technology teams to deliver high-impact CRM capabilities—supporting a smooth global rollout and sustained adoption.

About the Role

Key Responsibilities

- Own and refine the product backlog by translating business needs into prioritised, well-defined user stories.
- Validate functional designs and configurations against business requirements, ensuring harmonisation, compliance, and alignment to global standards.
- Partner with cross-functional teams and stakeholders to define business processes and enable seamless integration across systems and channels.
- Bring subject-matter expertise across CRM modules (e.g., call planning, segmentation and targeting, journey orchestration and engagement, and omnichannel capabilities).
- Contribute to backlog prioritisation, sprint planning, and acceptance criteria, working closely with development and delivery teams.
- Review and validate system builds, support UAT, and help drive business readiness for deployment.
- Spot process gaps, risks, and improvement opportunities, and drive continuous optimisation of CRM capabilities.
- Enable change, training, and adoption by sharing product insights and supporting an effective rollout.
- Serve as a go-to point of contact for subject-matter questions, enabling clarity, alignment, and timely decision-making.
- Lead business demonstrations that showcase new CRM capabilities and connect features to end-to-end business processes.

Essential Requirements

- 10–12 years' relevant experience in technology delivery and/or software development.
- Strong experience with pharma CRM platforms, including a deep understanding of core modules and processes.
- Experience working in Agile delivery models, including backlog management, sprint planning, and stakeholder collaboration across global teams.
- Strong stakeholder management and communication skills, with the ability to influence senior leaders and build alignment across markets.
- Proven ability to lead cross-functional teams in global or multi-market environments.
- Excellent communication and facilitation skills, including experience engaging stakeholders at executive level.

Desirable Requirements

- Experience leading major transformation programmes with internal teams and external implementation partners.
- Experience with Veeva/Salesforce CRM or other large-scale CRM platforms.
- Experience in pharma, commercial excellence, and/or multi-market transformation environments.

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 Via
Company / Legal Entity
ES06 (FCRS = ES006) Novartis Farmacéutica, S.A.
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.

Job ID
REQ-10075285

Associate Director CRM Platforms

[Apply to Job](#)

Job ID
REQ-10075285

Associate Director CRM Platforms

[Apply to Job](#)

Source URL: <https://www.novartis.ru/careers/career-search/job/details/req-10075285-associate-director-crm-platforms>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf
3. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Barcelona-Gran-Va/Associate-Director-CRM-Platforms_REQ-10075285
4. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Barcelona-Gran-Va/Associate-Director-CRM-Platforms_REQ-10075285