

Associate Director Omnichannel Platforms

Job ID
REQ-10075288
апр 13, 2026
Испания

Сводка

As Associate Director, Omnichannel Platforms, you will serve as Product Owner and lead integration across Omnichannel Platforms—unlocking new capabilities on the Salesforce Life Sciences Cloud platform across 90+ international markets. You will drive end-to-end process design, validate requirements, and partner closely with business and technology teams to deliver a successful global rollout and adoption

About the Role

Key Responsibilities

- Translate business needs into a clear, prioritized product backlog and actionable user stories.
- Validate functional designs and configurations against business requirements, ensuring harmonization with global standards and compliance expectations.
- Partner with cross-functional teams and stakeholders to define business processes and enable seamless integration across systems and channels.
- Provide subject-matter expertise across Marketing Platform modules, journey orchestration, engagement, and broader omnichannel capabilities.
- Shape backlog prioritization, sprint planning, and acceptance criteria in partnership with development and delivery teams.
- Review and validate system builds, support UAT, and confirm business readiness prior to deployment.
- Identify process gaps, risks, and improvement opportunities, and drive continuous optimization of Omnichannel Platforms capabilities.
- Enable change, training, and adoption by sharing product expertise, insights, and practical guidance for rollout.
- Serve as a key SME point of contact—driving clarity, alignment, and timely decision-making across stakeholders.
- Lead business demos to showcase new Omnichannel Platforms capabilities and communicate the end-to-end process.

Essential Requirements

- 10–12 years of relevant experience in technology development.
- Strong experience with pharma omnichannel/CRM platforms, including deep knowledge of core modules and processes.
- Experience working in Agile delivery models, including backlog management, sprint planning, and collaboration with global stakeholders.
- Strong stakeholder management and communication skills, with the ability to influence senior leaders and align priorities across markets.
- Proven ability to lead cross-functional teams in global or multi-market environments.
- Excellent facilitation and executive-level communication skills, including leading workshops and driving decisions.

Desirable Requirements

- Experience leading large transformation programmes with internal teams and external implementation partners.
- Exposure to Veeva/Salesforce CRM or other enterprise-scale CRM platforms.
- Experience in pharma, commercial excellence, or multi-market transformation environments.
- Understanding of AI/ML-driven omnichannel use cases (e.g., next-best-action, predictive targeting, engagement analytics, marketing mix models) and supporting capabilities.

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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

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

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