

Associate Director, Brand, Medical and Finance Enablement

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Сводка

The Associate Director, Brand, Medical & Finance Enablement is responsible for end-to-end strategy, delivery governance, and stakeholder outcomes for data enablement across Commercial (Brand), Medical, and Finance. The role drives adoption of unified, high-quality data products that power brand launches, performance excellence, and leadership-ready business reviews, while addressing enterprise-scale challenges such as fragmented data landscapes, inconsistent metrics and definitions, low trust in insights, duplicative analytics efforts, and slow decision cycles. This role ensures strong cross-functional alignment, operational rigor, and scalable ways of working to enable faster, more confident decision-making across the enterprise.

About the Role

Key Responsibilities

Location – Hyderabad #LI Hybrid

- Own the portfolio roadmap and execution across key programs such as PRIME Field/HO, Brand Analytical Ready Datasets & launch support, Unified Analytical Ready Datasets, Medical Core & Functional DE (CCGs/MDH), and Finance DE (incl. stabilization and on-time MBR enablement).
- Drive demand intake, prioritization, and delivery governance to ensure the right outcomes across functions and therapy areas (TAs), including sustained operational excellence and adoption.
- Function as a product owner for enablement assets and rules with a clear focus on design principles, quality governance, and “one Analytical Ready Datasets solution” objectives.
- Serve as the primary liaison across stakeholder groups supporting Brand enablement, including Decision Science, Human Insights & Analytics, Enterprise Pipeline & HQ Insights and Analytics, and Integrated Field Insights & Analytics.
- Partner with downstream and adjacent groups (e.g., Illuminators, PPA, FIA) to ensure enablement products are aligned to decision workflows and consumption needs.
- Support medical enablement evolution, including MDH-related transitions/ways of working and integration considerations with IM DnA where applicable.
- Lead delivery across multiple concurrent initiatives by setting clear milestones, managing dependencies/risks, and ensuring transparent stakeholder communications (executive-ready updates, dashboards, narratives)
- Enable structured Agile/PMO practices where needed (e.g., governance rhythms, backlog hygiene, execution tracking) to improve predictability and throughput.
- Mentor and develop managers/analysts; build functional depth across datasets, business context, data quality practices, and tooling, and promote knowledge-sharing sessions to improve quality and consistency.
- Strong familiarity with US commercial datasets such as APLD/eLAAD (claims), SP, IQVIA Xponent, DDD, SMART, affiliations, promotional activity, and Veeva CRM datasets. Techno-functional profile with strong business context and enough technical depth to guide solution design, troubleshoot issues, and influence architecture decisions.
- Firsthand/working knowledge of tools such as SQL, DataLku (Dataiku), Python, Power BI, Jira; familiarity with modern data platforms such as Databricks is a plus.

Essential Requirements:

- Proven experience in the pharmaceutical/healthcare domain with strong understanding of data enablement and data management practices across Brand/Medical/Finance contexts
- Demonstrated record of leading cross-functional teams, driving execution rigor, and delivering outcomes through scalable governance and operating rhythms.
- Bachelor's degree in marketing, Data Science, Business, or a related field. Master's degree preferred.
- Strong analytical skills with the ability to interpret complex datasets and translate them into actionable insights and decision-ready narratives.
- Experience in pharma/healthcare with a strong focus on enablement and data-driven decision-making; experience leading teams and shaping strategy at senior stakeholder level.
- Excellent communication and leadership skills.
- Ability to work in a fast-paced, dynamic environment.
- Attention to detail and commitment to data accuracy.

Desirable Requirements:

- 15 years of experience in the pharmaceutical or healthcare industry, with a strong focus on brand awareness and data management in a healthcare setting.
- Significant experience in pharma/healthcare with a strong focus on enablement and data-driven decision-making; experience leading teams and shaping strategy at senior stakeholder level
- Minimum 10 years of people management experience. Proven track record of enabling data-driven decision-making at a senior leadership level, including addressing complex business challenges and shaping organizational strategy particularly in therapeutic areas.

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Commitment to Diversity and Inclusion:

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

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here:

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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>

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Индия
Сайт
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Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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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 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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