

Senior Product Expert- CDP

Job ID
REQ-10077017
Июн. 22, 2026
Индия

Сводка

This role sits at the core of driving data-driven, personalized omnichannel engagement and digital marketing transformation across markets. You will lead the implementation, integration, and scale-up of Customer Data Platform (CDP) as a key catalyst for changing how brands plan, execute, and optimize their digital engagement. Working directly with local marketers, you will modernize omnichannel strategies, redesign customer journeys, and embed test-and-learn, analytics, and personalization into everyday ways of working. Core mission is to elevate digital marketing maturity, deliver stronger, more personalized customer experiences, and significantly improve marketing performance across markets.

About the Role

Location – Hyderabad #LI Hybrid

Key Responsibilities

- Work as product lead for CDP with a strong marketing lens: shape the roadmap around high-value marketing capabilities (advanced segmentation, identity resolution, real-time triggers, channel orchestration) based on country demand and impact potential.
- Partner with country marketing and omnichannel teams to identify and prioritize high-impact marketing use cases that drive measurable outcomes (e.g., HCP engagement, adoption, reactivation).
- Translate brand and campaign objectives into clear journey strategies, segmentation approaches, and personalization
- Build use-cases so that the countries can design and optimize end-to-end omnichannel journeys (email, SMS, in-app, web, rep-triggered, media audiences) including triggers, cadence, and content variations to increase engagement, conversion, and retention.
- Build reusable playbooks and blueprints that countries can adapt for launches, lifecycle programs, and always-on campaigns
- Continuously analyze performance data with markets (e.g., engagement, conversion, reach, frequency) to identify incremental improvements and new test ideas. Champion a “test-and-learn” culture across countries, driving A/B and multivariate tests that directly improve business KPIs.
- Collaborate with other team to unlock better marketing activation (richer segments, dynamic personalization, compliant outreach). Ensure that data and processes are fit-for-purpose for marketers, easy to use, and directly tied to campaign goals.
- Lead enablement of country marketers and omnichannel leads: train them on how to brief, design, and optimize journeys; share best-practice use cases and success stories; and build a global community focused on business impact rather than just platform features.

Essential Requirements:

- Bachelor's or Master's degree in Marketing, Technology, Data Science, or a related field.
- Around 10 years of experience in marketing technology, marketing automation, or customer data management roles.
- Proven track record of delivering end-to-end marketing use cases that improved business KPIs across countries or business units.
- Strong understanding of MarTech ecosystems (CRM, MDM, Consent Management, Web Analytics, Campaign tools) and how they enable omnichannel journeys and personalization.
- Experience coordinating or leading global or regional implementations and transformation initiatives related to customer and marketing data.

Desirable Requirements:

- Strategic, product-oriented thinker who starts from marketing and business goals and then shapes tech usage accordingly.
- Strong stakeholder management and influencing skills in a highly matrixed global environment, particularly with diverse country marketing teams.
- Excellent communication and storytelling skills, with the ability to turn complex data and architecture topics into simple, impact-focused narratives for marketers and senior leaders.
- Ownership mindset with a passion for building scalable, reusable marketing solutions that demonstrably move key metrics across markets.

Why Novartis: Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

You'll receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

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: <https://talentnetwork.novartis.com/network>.

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 \(PDF 30 MB\)](#)

Business Unit
Marketing
Место
Индия
Сайт
Hyderabad (Office)
Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

Accessibility and accommodation

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.

Job ID
REQ-10077017

Senior Product Expert- CDP

[Apply to Job](#)

Job ID
REQ-10077017

Senior Product Expert- CDP

[Apply to Job](#)

Source URL: <https://www.novartis.ru/careers/career-search/job/details/req-10077017-senior-product-expert-cdp>

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. <mailto:diversityandincl.india@novartis.com>
4. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Senior-Product-Expert--CDP_REQ-10077017
5. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Senior-Product-Expert--CDP_REQ-10077017