

Senior Analyst- Brand Data Enablement

Job ID
REQ-10077599
авг 06, 2026
Индия
Available in: English

Сводка

We are seeking a Senior Analyst, CRM to support the integration and migration of CRM platforms, data, and field force operations as part of a large-scale acquisition and platform change programs. This role focuses on ensuring that CRM data, configurations, business logic, and field-facing functionality are assessed, mapped, and migrated into the target organization's / target platform's CRM ecosystem with minimal disruption to field operations and customer engagement.

The individual will act as a bridge between CRM product teams, data engineering, field operations, and business stakeholders from both entities — coordinating data integration requirements, managing enhancement and release readiness during transition, and ensuring data quality and adoption continuity throughout the migration lifecycle.

About the Role

Key Responsibilities:

Location: Hyderabad # Hybrid

- **CRM discovery & documentation** of the current platform configuration (data model, automation, rules) and integration touchpoints
- **Cross-platform mapping & gap analysis** between source and target CRM (field definitions, business logic), producing a field-level crosswalk
- **Integration coordination** across upstream data teams (for example master data and segmentation) and downstream consumers (analytics, reporting, dashboards)
- **Migration wave readiness & coordination**, including timelines, testing dependencies, stakeholder communication, and roadmap support
- **Testing & quality assurance** across unit/integration/UAT with defined data-quality checkpoints
- **Adoption & change support** post-migration, tracking usage, addressing adoption gaps, and reinforcing governance
- **Continuous improvement** to strengthen data quality, streamline integrations, and improve field user experience

Essential Requirements:

- Education: Bachelor's degree in a relevant discipline
- Experience: 3–5+ years with field CRM platforms (Veeva, Salesforce Health Cloud, IQVIA OCE, etc.)
- Strong understanding of pharma field operations (call planning, territory alignment, sample management, closed-loop marketing)
- Practical knowledge of CRM data models and configuration (objects, relationships, workflows, validation rules)
- Proven experience in CRM migration / platform transition / system consolidation (not just BAU administration)
- Hands-on exposure to data mapping and field-level crosswalk creation
- Experience coordinating end-to-end data integration flows (MDM, segmentation, analytics, reporting)
- Exposure to testing and quality assurance in migration contexts (UAT, defect tracking, test plans)
- Strong analytical mindset and ability to support data-driven decisions. Strong communication & stakeholder coordination skills . High attention to detail and documentation rigor.

Desirable Requirement:

- CRM platform certifications (e.g., Salesforce Admin, Veeva CRM certification, or equivalent).
- Prior experience in **US or global field operations teams** within the pharma/life sciences industry.
- Experience with **CRM-adjacent systems** such as alignment/roster tools, incentive compensation, content management (CLM/Approved Email), or sample accountability platforms.

Commitment to Diversity & Inclusion

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

Accessibility and accommodation

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Functional Area
Маркетинг
Job Type
Full time
Employment Type
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Shift Work
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