

Manager, Business Analyst, MarTech Product Management

Job ID
REQ-10083111
авг 21, 2026
Индия

Сводка

The Manager, Business Analyst is responsible for translating business needs into scalable product and technology solutions that support marketing transformation initiatives. This role collaborates closely with business, product, marketing operations, and technology teams to define requirements, manage product backlogs, and support the agile delivery of digital and analytics capabilities. The role partners with Product Owners and cross-functional stakeholders to ensure solutions align with business objectives, user needs, and enterprise standards while enabling efficient and high-quality product delivery.

About the Role

Manager, Business Analysis, MarTech Product Management

Location – Hyderabad #LI Hybrid

Major accountabilities:

- Gather, analyze, and document business and functional requirements.
- Partner with Product Owners to define epics, user stories, and acceptance criteria.
- Maintain product artifacts and functional documentation using Jira and Confluence.
- Participate in backlog refinement, sprint planning, and prioritization sessions.
- Analyze business processes to identify gaps, dependencies, risks, and improvement opportunities.
- Support implementation teams during solution development, QA, testing, and rollout phases.
- Provide analytical insights on KPIs, reporting, segmentation, and business performance.
- Collaborate with business and technology stakeholders to ensure effective delivery, governance, compliance, standardization, and act as a proxy Product Owner when needed.

Educational Requirement:

Bachelor's degree in business, Technology, Engineering, Analytics, or a related field required or MBA or master's degree preferred.

Minimum Experience:

- 6+ years of experience in Business Analysis, Product Management, or related roles
- Experience working in Agile environments and using tools such as Jira and Confluence
- Strong analytical, communication, and stakeholder management skills
- Proven experience translating business needs into functional requirements and user stories
- Exposure to digital marketing, analytics, or MarTech platforms preferred
- Experience in Pharma, Healthcare, Consumer, or other regulated industries preferred

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Дивизион
US
Business Unit
General Management
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

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