Director, Customer, Patient and Market Decision Intelligence

Job ID
REQ-10089496
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Индия

Сводка

The AIDE Opportunity, Performance and Measurement team enables I&A, Commercial, and Field organizations to improve decision-making through high-quality data, deep functional expertise, advanced analytics, and actionable insights that drive growth and performance across the portfolio. Working closely with the East Hanover COE and Decision Intelligence teams, the group brings analytical rigor and business insight to support smarter, data-driven decisions.

The Director, CPM DI will lead the Hyderabad-based integrated POD model across brands and therapeutic areas, delivering insights that answer two critical questions: how the business is performing and why, and which customers, patients, providers, physicians, and health plans should be engaged and how. This role requires strong healthcare customer understanding, the ability to integrate analytics into a clear business narrative, and close collaboration with AIDE capability and functional teams to deliver integrated commercial insights and recommendations.

About the Role

Director, Customer , Patient and Market Decision Intelligence

Location – Hyderabad #LI Hybrid

Major Accountabilities

- Patient journey and pool prioritization: Lead creation of detailed patient journey mapping to identify key steps leading to diagnosis and treatment, leakage points and touchpoints, and lead patient pool prioritization at distinct points in the journey to drive growth.
- Patient, HCP, and provider segmentation: Assess unique features of patient and provider cohorts using secondary data (behavioral, attitudinal, clinical, level of access control and system complexity) and capabilities to inform personalized marketing and engagement strategies.
- Engagement drivers: Deliver insights on factors that influence prescribing patterns, roadblocks and drop-off points, and partner with internal stakeholders to refine engagement strategies.
- Influence mapping: Lead KOL identification through HCP influence, peer networks, reach and expertise assessment.
- Integrated narrative: Support the articulation of a clear narrative of the business performance and customer opportunity grounded in data and insights, considering current strategy and how it should evolve, in partnership with I&A Decision Intelligence team, as part of the I&A POD.
- Lead a team of experts in Hyderabad for the patient, provider and account analytics and drive hiring, onboarding, and coaching team members to build a collaborative, high-performing culture.
- Lead efforts to upskill, mentor, and support the professional growth of the team members, ensuring their sustained development and alignment with organizational goals.
- Data pipeline quality: Maintain close connection with Data Ops, Functional Excellence and Reporting to optimize the data-to-analysis-to-reporting pipeline and investigate performance anomalies with End-to-End Quality Assurance so that data variance is not interpreted as performance signal.
- Own cross-portfolio analytics and requests accountability in CPM, focused on patients, providers, HCPs and market dynamics insights, pulling in the TA subject matter expertise and capacity from respective teams.

Minimum Requirements

- Minimum 12 years of experience in pharma or healthcare industry, with a strong understanding of market dynamics, regulatory environments and healthcare providers and patient behaviors.
- Proven track record in customer analytics and performance management, strategic planning or a similar role, with demonstrated ability to drive business outcomes through data-driven insights.
- 8+ years of domain expertise in one or more of: enterprise analytics, secondary data analytics, primary market research, field analytics, patient service analytics, or related strategic analytics/management consulting.
- 7+ years of people management experience, with a proven track record of enabling data-driven decision-making at a senior leadership level, including addressing complex business challenges and shaping organizational strategy in therapeutic areas
- Experience creating and implementing segmentation models for HCPs and patients based on attitudes, behaviors, and beliefs.
- Experience creating end-to-end patient and provider journey maps and managing multiple projects simultaneously, ensuring timely delivery and alignment with business goals
- Experience managing relationships with key stakeholders, including senior leadership and external partners
- Substantial people leadership experience, including leading senior talent, developing leaders, and operating through globally distributed or cross-location delivery

models.

- Proven ability to lead multiple complex priorities, establish governance and decision rights, and deliver high-quality outcomes under ambiguity and tight timelines.

Leadership skills

- Lead, inspire, and develop a high-performing team through Associate Director and SM leaders, creating clear accountability for enterprise value, business impact, functional expertise, and quality of delivery.
- Able to navigate cross-functional complexities and enable impactful and fast decision-making by identifying core issues of the situations, keeping focused on the big picture, and adapting and prioritizing during the change
- Collaborate across boundaries, influence without authority, integrate diverse perspectives, challenge assumptions with data-driven decision making, and adapt leadership style to maximize team and enterprise impact.
- Own talent planning for the capability, including hiring, onboarding, objective setting, coaching, performance management, succession, career development, engagement, and retention.
- Build strategic consulting and executive advisory capability of the team so that analytical outputs consistently translate into actionable business recommendations.
- Create a culture of collaboration, constructive challenge, innovation, inclusion, continuous improvement, and accountability across Hyderabad and cross-functional teams.
- Support I&A and AIDE leadership on cross-team talent priorities, organizational operations, capability planning, and site-level initiatives.

Success Measurements

- Decision Impact: Enterprise recommendations materially improve the quality, speed, and clarity of portfolio, forecasting, and investment decisions.
- Segmentation effectiveness: Accuracy and actionability of patient and provider segments created from behavioral, attitudinal and clinical data.
- Journey mapping completeness: Feedback rating on comprehensiveness and insight quality of patient and provider journey maps, including leakage points and touchpoints.
- Cross-functional collaboration: Effectiveness of collaboration and integration of insights across teams, and clarity of communication between functional and business teams.
- Stakeholder Partnership: Strong endorsement from the US Enterprise team, I&A LT, AIDE leader and underlying functional leaders on influence, responsiveness, and quality of challenge.
- Talent & Team Health: Successful hiring, development, engagement, retention, and progression of senior talent, with clear succession and capability plans.

Required Skills

- Exceptional business acumen paired with a deep understanding of pharmaceutical business dynamics
- Deep understanding of patient and provider data as well as behavioural, attitudinal and clinical data within a healthcare network
- Excellent verbal and written communication skills, with the ability to present complex insights and solutions persuasively to diverse audiences
- Proven ability to work effectively with cross-functional teams, including marketing, market research, field insights, NPS insights, performance insights and patient engagement, to drive strategic alignment
- Strong leadership skills in a team environment requiring negotiation, persuasion, collaboration, and analytical judgment
- Commitment to driving and enabling data-driven decision making throughout all levels of the organization
- Ability to thrive in a fast-paced, dynamic environment and adapt to changing business needs and priorities

Preferred Skills

- Deep understanding of the US pharmaceutical commercial model, portfolio economics, and associated data and analytics ecosystem.
- Familiarity with pharmaceutical datasets such as prescription, claims, patient-level, access, promotional, finance, and operational data.
- Strong program management, change management, and senior stakeholder communication capability.

Location: Hyderabad NKC | Hybrid | 3 days a week in office is mandatory.

Direct Reports: 5-8 Associate Director and Senior Manager level leaders

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IN10 (FCRS = IN010) Novartis Healthcare Private Limited
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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