NOVARTIS

Data Lead - Customer Relationship Platform (Salesforce) Operations

Job ID
REQ-10091208
Ноя. 02, 2026
Индия

Сводка

We are seeking a Customer Relationship Data & Integration Specialist to support a global CRM transformation program transitioning from Veeva CRM to Salesforce Life Sciences Cloud.

This role will act as a critical bridge between country business teams, data owners, and technical teams, ensuring high-quality data migration, accurate integration mapping, and seamless transition into the new CRM ecosystem.

The ideal candidate brings strong data management expertise, a functional understanding of commercial systems, and hands-on experience in either Veeva CRM or Salesforce Life Sciences Cloud environments.

About the Role

Key Responsibilities:

Data Migration & Country Data Readiness:

Provide country-specific data inputs and context to support CRM data migration, including identification and documentation of local data sources, ownership, and system dependencies. Ensure alignment between global and local data models by supporting data mapping, transformation logic, and validation of migration rules.

Data Quality & Validation

Validate business data requirements and ensure country data readiness for migration by identifying data quality issues, inconsistencies, and gaps across source systems. Collaborate with data teams to drive data cleansing, enrichment, and standardization, and establish country-level checks to ensure completeness, accuracy, and compliance.

Commercial Systems Integration Support

Provide clarity on the country-specific commercial ecosystem, including marketing, consent, MDM, and analytics systems, and map data flows and integration touchpoints between CRM and upstream/downstream systems. Support integration design by highlighting local constraints and regulatory considerations, and coordinate with cross-functional teams to ensure alignment of integration logic.

Post-Migration Validation & Hypercare Support

Perform post-migration data validation and reconciliation by reviewing migrated data against business expectations and ensuring accuracy and completeness. Identify, log, and track data defects, and collaborate with country and global teams during hyper care to resolve discrepancies and drive issue closure.

Essential Requirements:

Strong Data Management expertise (data mapping, migration, validation, governance)

Experience with CRM platforms – either Veeva CRM or Salesforce Solid understanding of data lifecycle in CRM ecosystems

Good understanding of commercial platforms integrated with CRM

Strong understanding of pharma commercial operations / HCP engagement

models

Awareness of country-specific regulatory and compliance considerations Strong stakeholder management across country and global teams

Ability to work in cross-functional, multi-geography environments

Desirable Requirements:

Experience in CRM migration programs (Veeva or Salesforce highly preferred)

Familiarity with Salesforce Life Sciences Cloud data model

Exposure to data migration tools, ETL processes, or integration middleware

Experience working in global rollout programs across multiple countries

Strong Project Manager experience with strong consulting skills.

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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Дивизион
International
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

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