

# Customer Excellence Lead

Job ID  
REQ-10077150  
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Ирландия

## Сводка

#LI-Hybrid

The Customer Excellence Lead acts as the execution engine for customer engagement success, ensuring launch readiness, high-quality content activation and precise omnichannel orchestration. The role governs and deploys execution excellence frameworks such as ICE, IpEx and IMEx to drive consistent standards across teams, while leading capability development to future-proof the organization and maximize customer engagement impact.

## About the Role

### Job Purpose

Serve as the execution engine for customer engagement success by ensuring launch readiness processes are strategically planned, content is activated across channels and customer journeys are orchestrated with precision. The role oversees execution excellence frameworks such as ICE, IpEx and IMEx, and leads capability development across the organization to enable consistent, compliant and high-impact engagement.

## Major Accountabilities

### Content Activation & Channel Orchestration

- Ensure content created by Therapeutic Areas, Value & Access, Communications, Patient Advocacy and Medical Affairs is activated and usable across field force and functional platforms (OnCore CRM).
- Ensure customer journeys are validated, aligned with content usage and optimized for impact.
- Provide omnichannel implementation guidance and channel upskilling including SFMC orchestration and iCVA usage.
- Oversee tagging, FUSE uploads and MLR processes to ensure execution standards across Commercial, V&A and Medical teams.
- Provide customer journey insights to continuously refine engagement.
- Execute integrated customer journeys across CRM, SFMC and rep-triggered tools aligned with TA strategies.

### ICE Deployment & Orchestration

- Orchestrate all ICE ways of working including workshops and handshake meetings at country level.

### Marketing Excellence & One Brand Plan Orchestration

- Ensure One Brand Plan milestones are executed on time with clear metrics and governance.
- Drive marketing excellence standards and OBP framework implementation to uplift marketer capability and future-proof execution.

### Launch Excellence Orchestration

- Ensure end-to-end execution of local Launch Readiness Reviews (LRR).
- Partner with global and regional teams to enhance launch readiness processes and operational excellence.

### Capability Building

- Act as the country voice of learning within learning governance forums.
- Deploy and localize global learning curricula aligned to country needs and international priorities.
- Partner with TA Heads and functional leads to align capability development with business priorities.
- Support change management and adoption of new tools, journeys and standards.

### Training Execution & Delivery

- Deliver and localize global learning experiences ensuring relevance and impact.
- Collaborate with technology owners to support implementation and usage of capability tools.
- Ensure best-practice sharing and consistent onboarding across field and office-based roles.
- Monitor training adoption and effectiveness and report outcomes to functional leadership.

### Omnichannel Orchestration & Customer Journeys

- Provide implementation guidance and upskilling on SFMC, iCVA, RTEs and video calls.
- Design and deliver targeted capability building on content activation and omnichannel standards.

- Support handshake meetings between international and local brand teams to ensure operating model adoption.

#### Leadership & Culture

- Foster an engaged, high-performance culture through clear goals, coaching and continuous development.
- Attract, develop and retain future-ready talent and strengthen succession pipelines.
- Role model Novartis Leadership Expectations and Behaviors with a growth mindset.

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Дивизион

International

Business Unit

General Management

Место

Ирландия

Сайт

Dublin (Country President Office (CPO))

Company / Legal Entity

IE02 (FCRS = IE002) Novartis Ireland Ltd

Functional Area

Маркетинг

Job Type

Full time

Employment Type

Regular

Shift Work

No

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