

# Data, Analytics & Platform (DAP) Manager

Job ID  
REQ-10077153  
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Ирландия

## Сводка

#LI-Hybrid

The Data, Analytics & Platform (DAP) Manager translates international digital and data strategy into localized, fit-for-purpose solutions that strengthen execution, improve decision quality, and maximize patient and customer reach. The role drives implementation, change management and adoption of international DAP solutions, delivers strategic technology platforms and digital product roadmaps, and enables advanced analytics and reporting across Commercial, Medical Affairs and Value & Access teams.

## About the Role

### Job Purpose

Translate international digital, data and analytics strategy into local solutions that elevate commercial and medical execution and decision-making quality. The role leads deployment and adoption of strategic data platforms, analytics capabilities and digital products, ensuring alignment with international governance while enabling local business impact across Commercial, Medical Affairs and Value & Access.

### Major Accountabilities

#### Data Management, Analytics & Reporting

Own and maintain a federated, single trusted view of business-critical data across internal and external sources.

Define and govern data sources, business rules and quality standards in line with international data strategy.

Enable BEST, ICE, IMEx, Access, Medical and Commercial KPI dashboards and analytics.

Develop dashboards and reports with Integrated Insights highlighting business-critical metrics.

Ensure compliant database management for Medical and Access data, including consent and privacy requirements.

Enable analytics for V&A tendering, access account management and medical sub-national insights.

Prepare master data for transparency and ERC reporting.

#### Technology Platforms & Digital Products

Drive country-level change management, adoption and roadmap execution of international DAP platforms.

Deploy, maintain and manage platforms such as CRM, SFMC, Oncore, BEST, C360, VIP, Digital Trust, NovartisPro and other approved digital solutions.

Set local platform vision, objectives, success measures and implementation roadmaps.

Ensure alignment and readiness across field, TA, Medical and Value & Access stakeholders.

Maintain CRM and customer data platforms to support Commercial, Medical and V&A requirements.

Enable patient services, experience platforms and KPI tracking.

#### AI, GenAI & Digital Innovation

Implement Novartis AI strategy at country level in alignment with international guidance.

Manage AI and digital products supporting customer engagement, medical engagement and internal productivity.

Translate local AI requirements into co-developed roadmaps with international DAP and functional teams.

Ensure adoption, responsible use and capability enablement for AI solutions.

#### Digital Governance

Act as Digital Governance Champion for the country.

Support compliant digital asset management via One Registry across Commercial, Medical and Value & Access.

## Key Performance Indicators

Data quality and trust scores across priority datasets.

Adoption and usage of dashboards and analytics in decision-making cadence.

Technology platform deployment, adoption and impact on engagement and reach.

AI enablement uptake and measurable productivity or engagement gains.

Vendor performance, SLA adherence and budget compliance.

Stakeholder satisfaction and technological readiness for ICE, IMEx and IpEx.

## Ideal Background

Education

University degree in Bioscience or Business Administration; advanced degree in quantitative or technical field preferred.

Experience & Skills

5+ years of experience in data, analytics or digital platforms within pharma or life sciences, including leadership roles.

Strong understanding of data governance, analytics frameworks and regulatory compliance.

**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>

**Benefits and Rewards:** Learn about all the ways we'll help you thrive personally and professionally.

[Read our handbook \(PDF 30 MB\)](#)

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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