

Data, Analytics & Platforms Manager

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Португалия

Сводка

The Data, Analytics & Platforms Manager leads the country data, analytics and platforms agenda within Execution Excellence by translating international strategy into localized, fit-for-purpose data foundations, reporting solutions and customer-facing technology platforms. The role designs, operates and continuously improves a single, trusted view of business-critical data across Commercial, Value & Access and Medical, while also ensuring that core plat-forms and digital solutions are reliable, compliant, integrated and sustainably adopted.

Working closely with CLS DAP, BSI DAP Operations, I-MA IMACE, DDIT, Value & Access, Medical Affairs and local business stakeholders, the role enables data-driven decision-making, platform innovation, analytics readiness and operational excellence in line with enter-prise governance, data privacy and international DAP standards.

About the Role

Major accountabilities:

1. Data Management and Infrastructure

- Design and maintain the country DAP data foundation, ensuring a federated, single, trusted view of business-critical data across Commercial, Value & Access and Medical, aligned with international strategy and governance frameworks.
- Define and document business rules for data ingestion, transformation, aggregation and master data management, ensuring that key datasets are timely, accurate and fit to support reporting, analytics and business execution.
- Coordinate data integration and data flows from key platforms and sources, ensuring consistency between operational systems, reporting layers and analytics use cases.
- Collaborate with DDIT, CLS DAP and BSI DAP Operations on solution design, architecture, standards and sustainable operations.

2. Platform Ownership and Roadmap Execution

- Lead the country roadmap for core business and customer-facing platforms, localizing international solutions and sequencing deployments to support Commercial, Value & Access and Medical priorities.
- Ensure day-to-day platform availability, configuration, performance and incident resolution in partnership with DDIT and external vendors, safeguarding business continuity and compliant usage.
- Coordinate platform enhancements based on validated business requirements, ensuring alignment with international templates, governance standards and local operating needs.
- Support vendor and service management by providing requirements, quality criteria and performance feedback for data and platform services.

3. Data Quality, Governance and Compliance Enablement

- Implement and monitor data quality controls for DAP-owned datasets and critical platform data, identifying issues and coordinating remediation with data owners, technical teams and business stakeholders.
- Support adherence to data privacy, promotional and non-promotional standards by ensuring appropriate access models, controls, documentation and governance processes.
- Contribute to data policies, data dictionaries, lineage documentation and usage guidelines to improve trust, consistency and compliant use of data and platforms.
- Collaborate with legal, compliance and governance stakeholders to support risk minimization, appropriate use and ethical adoption of data and AI-enabled capabilities.

4. Reporting and Analytics Enablement

- Maintain and enhance the data layer powering key dashboards and analytics products, ensuring consistency of metric definitions, dimensional structures and refresh cycles across business use cases.
- Perform data validation and root-cause analysis for anomalies in reports, dashboards or platform outputs, coordinating fixes across DAP, DDIT and business stakeholders.
- Enable new analytics and AI or GenAI use cases by ensuring data readiness, platform connectivity and clear business requirements for pilots and scaled solutions.

Key Performance Indicators (Suggested priority KPIs)

- **Marketing platform deployment and stability** – share of brands/TAs, MA and V&A processes running on core platforms; uptime and incident metrics.
- **Platform and feature adoption** – active user rates, usage of key features and reduction in manual workarounds.
- **Stakeholder satisfaction** – qualitative and survey feedback from Commercial, V&A and Medical Affairs leaders on platform availability, usability and innovation support.
- **Data quality and governance compliance** – accuracy, completeness, timeliness, adherence to governance frameworks and release processes.
- **Analytics readiness and delivery** – timely refreshes, incident resolution time, and enablement of priority analytics or AI use cases.

Ideal Background

Education:

- University degree in business, life sciences, Mathematics, Statistics, Computer Science, Engineering, Analytics, Business or another technical degree.
- Master's degree preferred

Languages:

- English
- Country language required

Experience/Professional Requirement:

- 5+ years of relevant experience across pharma data, analytics enablement, digital platforms and/or stakeholder management driving optimization, efficiencies, change management and automation across data and digital ecosystems.
- Strong experience gathering business requirements and translating them into platform product features, data integration needs, user stories and scalable operating solutions.
- Deep pharma data knowledge across commercial, patient services, market access, digital and medical use cases, including connected omnichannel data sets and reporting requirements.
- Strong understanding of regulatory environments, industry codes, promotional and non-promotional separation, and data privacy requirements.
- Experience as a Product Owner or Data and AI Product Owner responsible for business requirements, features, user stories, acceptance criteria and cross-functional delivery with business and enabling partners.
- Good knowledge of core business and marketing technology platforms, CRM, data integration and analytics tooling; ability to connect platform capabilities to business value.
- Experience with master data management, data quality, data governance and reporting enablement in a healthcare or similarly regulated environment.
- Expertise in SQL and data management; knowledge of Python or R and data engineering concepts is a strong advantage.
- Highly developed analytical, problem-solving, consulting, communication and stakeholder influence skills, with the ability to synthesize information into clear recommendations.
- Demonstrated ability to enable new launches, evolve data strategies and drive adoption of digital innovation that improves business outcomes and customer value.
- Demonstrates Novartis leadership behaviors, including ethical mindset.

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.
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Дивизион
 International
 Business Unit
 General Management
 Место
 Португалия
 Сайт
 Sintra
 Company / Legal Entity
 PT05 (FCRS = PT005) PT Pharma
 Functional Area
 Маркетинг
 Job Type
 Full time
 Employment Type
 Regular

Shift Work

No

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