

Manager, MarTech Product Analytics

Job ID
REQ-10064533

3月 13, 2026

India

摘要

Lead the development of OKR and product analytics frameworks for US MarTech, establishing portfolio-wide tracking and reporting on progress, budget, risks, and opportunities. Deliver clear, executive-ready insights and visualizations that drive data-informed decisions, accelerate product adoption and evolution, and incorporate continuous end-user feedback—while ensuring compliance with Novartis policies and collaborating closely with Chief Product Owners and IMO stakeholders.

About the Role

Location - Hyderabad #LI Hybrid

Major Accountabilities

- Establish robust measurement framework for product management analytics including reporting

platforms in close collaboration with Chief Product Owners across US MarTech Product management

- Support in tracking and reporting of MarTech portfolio initiatives including status updates, budget utilization, risks and opportunities
- Where applicable, establish end-to-end metric drill down mechanism and customize metrics for various user groups and enable reporting of these metrics on a periodic basis
- Be the champion to drive data driven decisions for Senior Management that informs change and training needs across user groups thereby improve product adoption and utilization
- Devise continuous feedback loop across end-users and incorporate the same in measurement framework to enable continuous evolution of product features and usability
- Accountable for periodic reporting for all Chief Products Owners and Senior management on product metrics and insights that drives actions across the organization
- Active participation in various knowledge sharing sessions that enables product adoption and evolution across IMO organization
- Comply to all Novartis operating procedures as per legal / IT / HR requirements

Key Performance Indicators

Business Results:

- o Product Adoption through data driven insights
- o Improved product measurement, enabling product evolution
- o Consistent quality data and insights delivered to senior management

Strategy/Customer Focus:

- o Drive design and measurement in collaboration with Chief Product Owners (CPOs)
- o Collaborate with key stakeholders in IMO to drive product analytics and insights

Capabilities & Expertize:

- o Product Analytics and Insights
- o Story telling with Data
- o SQL/SAS/Qlik/ /Alteryx/R/ Python/ Business Intelligence tools
- o Data modelling and analytics expertise in SQL/Alteryx/SAS/R/Python.

- o Experience in visualization tools such as PowerBI or equivalent would be an added advantage.

Soft Skills:

- o Excellent presentation skills
- o Excellent interpersonal and communication skills
- o Ability to operate effectively in an international matrix environment.
- o Strong stakeholder management skills
- o Strong team player who is dynamic and result oriented

Educational Qualifications & Minimum Work Experience

- o Experience (7+ years) in analytics in a market research firm or pharmaceutical company or large technology based organization
- o Should have an strong understanding of Product Management frameworks and product analytics across varied type of technology platforms
- o Understanding of Pharmaceutical business including its regulatory environment is an added advantage. Strong analytical thinking with problem solving approach
- o Should have worked in an international company with exposure to working in cross-cultural environment
- o Strong stakeholder engagement and influencing skills; with working experience in a highly matrix organization
- o Strong and proactive business results-focus, and proven ability to provide insights that increase productivity

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部门
US

Business Unit
General Management

地点
India

站点
Hyderabad (Office)

Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
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"1Qm7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause:
false, allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: {},
sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
showSpeedMenu: false }, css : "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css",
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(KalturaPlayer.plugins["transcript"]) { config.plugins["playkit-js-transcript"] = { position: "right", //
Default: bottom;('left', 'right', 'top', 'bottom') to enable transcript. expandMode: "over", // Default:
alongside;('alongside', 'hidden', 'over') expandOnFirstPlay: false, showTime: true, downloadDisabled:
false, printDisabled: false, disable: true }; } if (KalturaPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible:
false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; }
if (KalturaPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if
(KalturaPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
(KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents =
[]; if (KalturaPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {};
config.plugins.googleTagManager.customEventsTracking = {};
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } }; }
```

```
try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof
kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var
kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other
media. kalturaPlayer.loadMedia({entryId: "1dgfvmafo"}); } catch (e) { console.error(e.message) }
```

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