NOVARTIS

Manager, AI Business Enablement

Job ID
REQ-10072434

2   25, 2026

India

The AI Business Enablement Manager sits within the US Innovation Lab (iLab), a pillar in Marketing Technology Product Mgmt, within the Integrated Marketing Organization. With a passion for innovation, you will join a highly innovative and intrapreneurial group with a focus business analysis and AI experimentation for marketing use cases. With deep expertise in business analytics and AI, you will blend business analysis with hands-on AI experimentation across prioritized marketing use cases aligned to Novartis US Objectives. We think differently here; we are constantly thinking about tomorrow, and we are designing the future—today.

The AI Business Enablement Manager partners with internal and external stakeholders to shape, prototype, and validate marketing AI use cases from intake through POC/MVP readiness. This role blends strong business analysis with hands-on AI experimentation (prompting, workflow design, evaluation) to ensure marketing use cases are well-defined, model-ready, adoption-ready, and measurable in a regulated environment. The role also contributes to iLab's standard operating playbooks by codifying reusable patterns, templates, and evidence standards. This role is not responsible for full model training or production engineering, but partners closely with those teams to accelerate validated AI delivery.

About the Role

Location – Hyderabad #LI Hybrid

Key Accountabilities:

Marketing Use   Case Discovery & Requirements Modeling

·   Support and co-facilitate discovery sessions to clarify problem statements, users, constraints, and value drivers.

·   Document AI-ready requirements (inputs/outputs, decision rules, guardrails, evaluation criteria) and convert needs into testable hypotheses.

·   Translate qualitative needs into measurable hypotheses and test plans.

Prototyping & workflow mapping

- Build and iterate prompts, micro-workflows, and simple agent task sequences in approved internal tools.
- Map current-state workflows and propose target-state human + AI workflows (assist/automate) with clear roles and handoffs.

Experimentation & Evidence

- Execute scenario tests and structured evaluations (e.g., accuracy, consistency, failure modes) and summarize results.
- Maintain experiment logs, assumptions, dependencies, and evidence packs to support gate reviews and prioritization.

Readiness & delivery support

- Support POC/MVP readiness by documenting data needs, success metrics, risks, and compliance considerations (RAI/governance) with guidance from SMEs.
- Coordinate handoffs by ensuring requirements and test artifacts are complete and understandable for engineering/QA/design partners.

Continuous Improvement & Playbook Contribution

- Coordinate handoffs by ensuring requirements and test artifacts are complete and understandable for engineering/QA/design partners.

Required Skills & Experience

- Bachelor's Degree and minimum of 6+ years of relevant experience
- Hands-on experience with LLM tools (prompt design, iterative prototyping, evaluation thinking).
- 2-3 years experience in Marketing Technology or supportive functions
- Senior business analysis capabilities: discovery facilitation, workflow/process mapping, structured requirements, stakeholder management.
- Experimentation mindset: hypothesis-driven testing, synthesizing results into decisions.
- Experience running or supporting testing/experimentation (scenario testing, error analysis; A/B testing).
- Clear documentation skills (briefs, diagrams, and acceptance criteria.
- Awareness of AI risk/governance concepts (privacy, bias, data handling) in a regulated context.

Preferred Qualifications

- Decision platforms & analyst perspectives: Exposure to Decision Intelligence Platforms (DIPs) and AI decisioning ecosystems (Gartner/Forrester), including decision modeling, governance, and monitoring capabilities.
- Program level KPI framework design
- Experience in product, UX, automation, or data/AI solutions.
- Exposure to agent frameworks, retrieval systems, and evaluation methodologies.
- Prior experience in highly regulated environments (healthcare, pharma, finance).
- Experience supporting enterprise AI rollout/adoption metrics.

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/roadmap/people-and-culture

Commitment to Diversity & Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse team's representative of the patients and communities we serve.

Values and Behaviors: Demonstrates and upholds Novartis values and behaviors in all aspects of work and collaboration.

Location: Hyderabad NKC. Hybrid | 3 days a week in office is mandatory.

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Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally. Read our handbook (PDF 30 MB)

US

Business Unit
General Management

India

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

```javascript
function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =
document.getElementById("kalturaplayer69c0c3dbb2f26459269108"); var mediaContainer =
mediaElement.closest('.nc-kaltura-media'); var originalWidth = "1200px"; var originalHeight = "674px";
var originalWidthValue = parseFloat(originalWidth); var originalHeightValue =
parseFloat(originalHeight); var mediaType = "video"; var isResponsive = false; //Get computed styles
of the container element. var parentStyles = window.getComputedStyle(mediaContainer); var
finalWidth = parseFloat(parentStyles.width); if (finalWidth   var config = { targetId:
"kalturaplayer69c0c3dbb2f26459269108", provider: { widgetId: "1Om7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false,
allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: O }, plugins: { download: {
disable: true }, "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 } }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu: false },
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; config.plugins.preventSeek = { preventSeekForward:
false, preventSeek: false }; config.plugins.floating = { disable: true }; config.plugins.navigation = {
position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; config.plugins['playkit-
js-hotspots'] = { disable: true }; config.plugins['playkit-js-moderation'] = { disable: true };
config.plugins['playkit-js-info'] = { disable: true }; config.plugins.share = { disable: true };
config.ui.uiComponents = []; 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"}); setTimeout(() => {
setupAutoPause(kalturaPlayerVideos); }, 500); function setupAutoPause(players) {
players.forEach((currentPlayer) => { currentPlayer.addEventListener('play', () => {
players.forEach((otherPlayer) => { if (otherPlayer !== currentPlayer && typeof otherPlayer.pause ===
'function') { otherPlayer.pause(); } }); }); }); } } catch (e) { console.error(e.message) }
```

VIDEO

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@ novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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