

Director, Product Strategy, Value Realization

Job ID
REQ-10074363

3月 24, 2026

USA

摘要

#LI-Hybrid

Novartis is on a mission to transform medicine and improve lives worldwide. As a global leader in healthcare, we leverage advanced technology and data to deliver patient-centric solutions, enhance customer engagement, and drive innovation. The Insights and Decision Science (IDS) team is dedicated to enabling improved decision making at Novartis by leveraging superior data to identify actionable insights that drive enhanced performance. The US CRM organization sits within IDS and plays a crucial role in driving the transformation to a Customer 360 operating model.

Reporting to the Executive Director, CRM Product Strategy, this role acts as the central authority on value measurement and partners closely with Finance, Commercial, Operations, and CRM delivery teams to ensure CRM is a strategic growth and efficiency driver for the US organization.

The Director, Product Strategy - Value Realization is responsible for quantifying the impact of CRM investments and ensuring Novartis realizes clear, measurable business value from CRM capabilities. This role defines success metrics, builds value frameworks, and establishes processes that link CRM investments directly to productivity, usability, and commercial outcomes.

This position will be located at the East Hanover, NJ site and will not have the ability to be located remotely. This position will require 15% travel as defined by the business (domestic and/ or international).

About the Role

Major Accountabilities:

Value Definition & Measurement

- Define and operationalize KPIs, OKRs, and success measures at the portfolio, program, and capability level
- Build methodologies to quantify productivity savings (time, cost, effort reductions) driven by CRM capabilities, AI/agent solutions, automation, and workflow optimization
- Create usability-performance frameworks to measure user experience, adoption quality, and time-to-value
- Establish baseline benchmarks and target states to track measurable improvement over time

Value Realization & Portfolio Influence

- Build and maintain a CRM value realization framework that informs prioritization and resource allocation decisions
- Partner with Finance to ensure value assumptions, productivity gains, and ROI projections are recognized and audited
- Develop business cases that clearly quantify expected value and align to enterprise commercial objectives
- Provide evidence-based recommendations to influence roadmap sequencing and investment decisions

Cross-Functional Leadership & Analytics Partnership

- Lead cross-functional working sessions with Sales, Marketing, Medical, Patient Services, Operations, Strategy, IT and Finance to identify, validate, and track value opportunities
- Partner with IDS analytics and data teams to design, execute, and industrialize value measurement models and reporting
- Collaborate with the Product Vision and Platform Roadmap teams to ensure roadmap decisions are grounded in measurable business outcomes

- Drive organizational alignment around value-based prioritization and transparent reporting
- Engage in matrix leadership across business, IT, and commercial teams without direct authority

Reporting & Communication

- Develop dashboards and reporting mechanisms to communicate progress against value KPIs and OKRs
- Present measurable value, productivity impact, and insights to executive leadership
- Serve as a trusted strategic advisor for CRM value across the US Enterprise organization

Novartis seeks an accomplished product strategy and business analytics leader with demonstrated success in defining success metrics and quantifying value from CRM and enterprise systems. The ideal candidate brings strong business acumen, executive presence, and the ability to translate complex analysis into clear, actionable decisions.

Essential Requirements:

- Bachelor's degree required; Master's degree, MBA, or advanced analytics background preferred
- 7+ years in product strategy, business analytics, consulting, value realization, or enterprise performance roles
- Demonstrated success defining and operationalizing KPI/OKR frameworks for complex CRM programs and implementation
- Experience quantifying productivity savings and building ROI frameworks for CRM investments
- Strong understanding of CRM platforms (Salesforce, Veeva) and commercial operations
- Excellent analytical skills with the ability to translate complex data into strategic insights and clear executive recommendations
- Demonstrated ability to use data-driven insights to shape investment decisions, prioritize initiatives, and challenge assumptions with senior stakeholders
- Proven matrix leadership experience within complex, cross-functional life science environments
- Knowledge of the pharmaceutical industry, including sales, medical, patient services, access and marketing operations and the dynamics of the US commercial environment

Novartis Compensation Summary:

The salary for this position is expected to range between \$185,500 and \$344,500 per year.

The final salary offered is determined based on factors like, but not limited to, relevant skills and experience, and upon joining Novartis will be reviewed periodically. Novartis may change the published salary range based on company and market factors.

Your compensation will include a performance-based cash incentive and, depending on the level of the role, eligibility to be considered for annual equity awards.

US-based eligible employees will receive a comprehensive benefits package that includes health, life and disability benefits, a 401(k) with company contribution and match, and a variety of other benefits. In addition, employees are eligible for a generous time off package including vacation, personal days, holidays and other leaves.

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 \(PDF 30 MB\)](#)

EEO Statement:

The Novartis Group of Companies are Equal Opportunity Employers. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status.

Accessibility & Reasonable Accommodations

The Novartis Group of Companies are 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 application process, or to perform the essential functions of a position, please send an e-mail to us.reasonableaccommodations@novartis.com or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please

include the job requisition number in your message.

部门
US

Business Unit
General Management

地点
USA

状态
New Jersey

站点
East Hanover

Company / Legal Entity
U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
var config = { targetId: "kalturaplayer69fd9ff477ca8107925979", provider: { widgetId:
"10m7rm1pm", 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: "1_dgfvmafo"}); } catch (e) { console.error(e.message) }
```

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