

## Director, CRM Portfolio Management

Job ID  
REQ-10074367

4月 13, 2026

USA

### 摘要

Location:  
#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. We collaborate closely with the US business, bringing insights and challenging ideas to empower smarter, data-driven decision-making. The US CRM organization sits within IDS and plays a crucial role in driving the transformation to a next-generation Customer360 operating model.

The Director, CRM (Customer Relationship Management) Portfolio Management leads portfolio strategy, investment governance, and resource allocation for the US CRM transformation—ensuring CRM initiatives are aligned to business priorities and deliver measurable value.

This role provides portfolio-level visibility into performance, risks, and tradeoffs, partnering closely

with Finance, Product Strategy, Product Management, and IDS stakeholders to balance innovation, transformation, and core operations.

This position will be located at East Hanover, NJ and will not have the ability to be located remotely. This position will require 10% travel as defined by the business (domestic and/ or international).

## About the Role

### Key Responsibilities:

- Define and maintain the integrated CRM portfolio strategy and roadmap aligned to business priorities
- Lead portfolio resource allocation, capacity planning, and financial coordination (budgeting, forecasting, and investment planning) with Finance and budget owners.
- Establish and run portfolio governance (decision rights, funding thresholds, steering forums), enabling timely, value-based prioritization and tradeoff decisions.
- Monitor portfolio health, KPIs, and value realization; provide transparent reporting on performance, risks, dependencies, and strategic impact to leadership.
- Partner across IDS pillars, Product Strategy, Product Management, IT, and CRM Labs to integrate the innovation pipeline and align stakeholders on priorities.

### Essential Requirements:

- Education: Bachelor ' s degree in Business, Finance, Strategy or related field.
- Minimum 7+ years of experience in portfolio management, consulting, strategic planning, or related leadership roles; experience in pharma/healthcare/technology preferred.
- Proven ability to manage large-scale investment portfolios, resource allocation, and capacity planning in complex, matrixed organizations.
- Strong financial acumen, including budgeting/forecasting, ROI analysis, and business case development in partnership with Finance.
- Experience establishing portfolio governance and executive decision forums, with demonstrated ability to manage risks, dependencies, and strategic tradeoffs.

### Desirable Requirements:

- Master ' s/MBA or portfolio management certification preferred)
- Knowledge of the pharmaceutical industry, including commercial strategy and investment cycles (highly desirable)

The salary for this position is expected to range between \$185,500.00 and \$344,500.00 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](mailto: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

```
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"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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