

Senior Analyst- Brand Data Enablement

Job ID
REQ-10077599

8月 06, 2026

India

Available in: English

摘要

We are seeking a Senior Analyst, CRM to support the integration and migration of CRM platforms, data, and field force operations as part of a large-scale acquisition and platform change programs. This role focuses on ensuring that CRM data, configurations, business logic, and field-facing functionality are assessed, mapped, and migrated into the target organization's / target platform 's CRM ecosystem with minimal disruption to field operations and customer engagement.

The individual will act as a bridge between CRM product teams, data engineering, field operations, and business stakeholders from both entities – coordinating data integration requirements, managing enhancement and release readiness during transition, and ensuring data quality and adoption continuity throughout the migration lifecycle.

About the Role

Key Responsibilities:

Location: Hyderabad # Hybrid

- CRM discovery & documentation of the current platform configuration (data model, automation, rules) and integration touchpoints
- Cross-platform mapping & gap analysis between source and target CRM (field definitions, business logic), producing a field-level crosswalk
- Integration coordination across upstream data teams (for example master data and segmentation) and downstream consumers (analytics, reporting, dashboards)
- Migration wave readiness & coordination, including timelines, testing dependencies, stakeholder communication, and roadmap support
- Testing & quality assurance across unit/integration/UAT with defined data-quality checkpoints
- Adoption & change support post-migration, tracking usage, addressing adoption gaps, and reinforcing governance
- Continuous improvement to strengthen data quality, streamline integrations, and improve field user experience

Essential Requirements:

- Education: Bachelor ' s degree in a relevant discipline
- Experience: 3-5+ years with field CRM platforms (Veeva, Salesforce Health Cloud, IQVIA OCE, etc.)
- Strong understanding of pharma field operations (call planning, territory alignment, sample management, closed-loop marketing)
- Practical knowledge of CRM data models and configuration (objects, relationships, workflows, validation rules)
- Proven experience in CRM migration / platform transition / system consolidation (not just BAU administration)
- Hands-on exposure to data mapping and field-level crosswalk creation
- Experience coordinating end-to-end data integration flows (MDM, segmentation, analytics, reporting)
- Exposure to testing and quality assurance in migration contexts (UAT, defect tracking, test plans)
- Strong analytical mindset and ability to support data-driven decisions. Strong communication & stakeholder coordination skills . High attention to detail and documentation rigor.

Desirable Requirement:

- CRM platform certifications (e.g., Salesforce Admin, Veeva CRM certification, or equivalent).
- Prior experience in US or global field operations teams within the pharma/life sciences industry.
- Experience with CRM-adjacent systems such as alignment/roster tools, incentive compensation, content management (CLM/Approved Email), or sample accountability platforms.

Commitment to Diversity & Inclusion

We are 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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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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"kalturaplayer6a74a0bb5044e411775117", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop:
false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options:
{}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu:
false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets:
['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
kPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(kPlayer.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 (kPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation =
{ position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if
(kPlayer.plugins["hotspots"]) { config.plugins["playkit-js-hotspots"] = { disable: true }; } if
(kPlayer.plugins["moderation"]) { config.plugins["playkit-js-moderation"] = { disable: true }; } if
(kPlayer.plugins["info"]) { config.plugins["playkit-js-info"] = { disable: true }; } if
(kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if
(kPlayer.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 } }; }
```

```
// Ensure the global player registry array always exists, regardless of embed type.  
window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var thumbEmbedPromise =  
_thumbnailEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // _thumbnailEmbed() returns a  
Promise that resolves with the player instance // when the user clicks the thumbnail. Use .then() to  
capture the player directly. thumbEmbedPromise .then(function(player) {  
window.kalturaPlayerVideos.push(player); // Notify kaltura_dataLayer.js that a new player is ready so  
it can // attach custom event listeners immediately, regardless of when // the user clicked the  
thumbnail relative to page load. document.dispatchEvent(new CustomEvent('kalturaPlayerReady', {  
detail: { player: player } })); }) .catch(function(error) { console.error(error); }); } catch (e) {  
console.error(e.message) }
```

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