NOVARTIS

Director, CRM Product Owner

Job ID
REQ-10080781

十月 07, 2026

USA

摘要

Reporting to the Head of Customer Relationship Management (CRM) Product Management, the Director, CRM Product Owner leads the strategy, development, and delivery of best practice CRM capabilities across the US CRM ecosystem. This hands-on role is central to transforming the way Novartis interacts with patients and customers by integrating process improvements, technology solutions, analytics, and user experience enhancements to deliver a world-class, customer-centric experiences. The Dir, CRM Product Owner partners closely with business and IT leadership to build a robust CRM foundation and activate transformation across the US commercial organization.

This position will be located at East Hanover, NJ 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

Key Responsibilities:

- Create and steward the Product Vision, Roadmap, and Delivery: Define, communicate, and execute the vision and strategy for CRM capabilities/functions (e.g. Customer Engagement, Platform, Medical, etc) ensuring alignment with business goals and stakeholder needs.
- Drive CRM Product Innovation: Champion the adoption of advanced CRM technologies (including AI) and processes to optimize customer engagement and deliver actionable insights across the organization.
- Gather CRM Requirements: Collect and interpret business needs, translating them into system and process improvements powered by technology, analytics, and best practices.
- Deliver Product Management Excellence: Uphold high standards for product management delivery, disciplined execution, predictable and high-quality releases, and continuous improvement.
- Transform Business Processes: Analyze current business processes and gaps, then design, implement, and scale improvements using data-driven and technology-enabled solutions.
- Lead Cross-Functional Collaboration: Facilitate collaboration between senior business leaders and working teams, securing input, feedback, and alignment on CRM initiatives.
- Ensure Governance & Compliance: Establish and enforce governance frameworks to guarantee all CRM initiatives meet regulatory, privacy, and compliance requirements.
- Build and Develop High-Performing Teams: Recruit, mentor, and lead groups of Product Owners, managing dependencies and fostering a culture of innovation and continuous improvement.
- Drive Change Enablement: Align stakeholders, identify risks, and remove barriers to ensure successful adoption and sustained progress of CRM initiatives.
- Evangelize CRM Strategy: Promote the CRM strategy and communicate impact across the organization through stakeholder meetings, leadership forums, and targeted communications.
- Optimize CRM Investment: Prioritize and implement best practices, conduct build vs. buy analyses, and maximize the value of CRM investments.
- Maintain Industry Awareness: Stay current on CRM platforms (e.g., Salesforce, Veeva), industry trends, and best practices across sectors

Novartis seeks an accomplished product management leader with experience and demonstrated success transforming CRM capabilities programs within commercial operations. Strong management, partnership, and intellectual maturity are needed. A comprehensive understanding of best practices in CRM Data and AI applications for pharmaceutical sales and marketing, and the dynamics of the global healthcare environment is crucial.

Essential Requirements:

- **Education**: Bachelor's degree in related field is required; Master of Science and/or MBA preferred
- Proven success in leading product management for large-scale CRM transformation, including accountability for delivery, change management, UX, Governance, communication strategy, and risk and compliance mitigation
- Minimum 7+ years of experience in product management, technology strategy, innovation, or leadership roles, preferably in the pharmaceutical, healthcare, or CRM sectors
- Deep understanding of the CRM landscape (Sales, Marketing and Service), including

Salesforce (Agentforce, Marketing Cloud, Health Cloud, Data Cloud, Core platform), Veeva, and the major and evolving players in the ecosystem.
- Deep expertise in CRM, AI, and Data platforms and architectures (e.g., Salesforce, Salesforce Data Cloud, Veeva, OpenAI, Snowflake, or similar data lake technologies).
- Deep understanding of the pharmaceutical industry, including regulatory requirements, market dynamics, and emerging AI technologies
- Experience managing and being accountable for the operations of product management teams, including backlog health and prioritization, agile practices and ceremonies, and driving strategic innovation
- Excellent leadership and communication skills with the ability to build and lead high-performing teams
- People management experience within CRM, AI, technology, or data-driven environments required
- Must possess an ability to foster cross-functional alignment of key stakeholders to create a disciplined, ambitious, and collaborative, global, commercial CRM strategy
- Strong analytical and problem-solving skills, with the ability to interpret complex data and make informed decisions
- Ability to adapt strategies and approaches in a rapidly evolving technological landscape

Novartis Compensation Summary:

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 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 kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6af25343e956f335562480", 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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