

Customer Excellence Lead

Job ID
REQ-10084991

8月 04, 2026

Argentina

Disponible en: Español

摘要

The Customer Excellence lead and its pillar team serve as the execution engine for customer engagement success, ensuring that launches readiness reviews are strategically planned, content is activated across channels, and customer engagement is orchestrated with precision. It oversees frameworks like ICE, IpEx to drive consistent excellence across teams.

About the Role

Responsibilities:

- Lead the Customer Excellence agenda, ensuring a seamless omnichannel experience for healthcare professionals, payers, and patients through data-driven customer journeys and engagement strategies.

- Drive content activation and channel orchestration across CRM, SFMC, and customer engagement platforms, ensuring the right content reaches the right stakeholder at the right time.
- Champion Marketing Excellence by embedding best-in-class standards, governance, and execution of the One Brand Plan framework to strengthen commercial capabilities and business performance.
- Oversee Launch Excellence processes, partnering with local, regional, and global teams to ensure launch readiness and flawless execution of strategic product launches.
- Generate customer, payer, and patient insights that translate into actionable recommendations, improving engagement effectiveness and supporting business decision-making.
- Lead the deployment and continuous improvement of personalized and omnichannel patient engagement frameworks, ensuring exceptional patient experiences throughout the journey.
- Direct governance and operational excellence for Patient Support Programs (PSPs) and Patient-Oriented Programs (POPs), ensuring compliance, sustainability, and measurable impact.
- Partner with Compliance, Legal, Medical, Value & Access, Procurement, Data Privacy, Patient Safety, and external service providers to ensure operational excellence and adherence to regulatory standards.
- Define and monitor performance indicators, dashboards, and analytics to identify opportunities, optimize processes, and maximize business outcomes.
- Build, inspire, and develop high-performing teams, fostering a culture of innovation, collaboration, accountability, and continuous improvement aligned with Novartis Values & Behaviors.

Ideal Candidate Profile:

- Bachelor's degree in Business, Marketing, Life Sciences, Healthcare, or a related field; advanced degree (MBA or equivalent) preferred.
- Significant experience in the pharmaceutical, biotechnology, healthcare, or related industry, with strong exposure to Commercial, Marketing, Customer Engagement, Patient Services, Value & Access, or Medical Affairs.
- Proven track record leading omnichannel customer engagement strategies, CRM-enabled programs, customer journeys, and digital transformation initiatives.
- Deep understanding of commercial excellence, customer experience, marketing operations, launch readiness, and cross-functional business planning.
- Experience leading Patient Support Programs (PSPs), patient services, patient engagement initiatives, or healthcare solutions programs within a highly regulated environment.
- Strong knowledge of compliance, regulatory requirements, data privacy, pharmacovigilance, and governance frameworks applicable to the pharmaceutical industry.
- Demonstrated ability to translate data, customer insights, and performance metrics into actionable business strategies and measurable outcomes.
- Experience managing complex stakeholder ecosystems, influencing senior leaders, and driving alignment across Commercial, Medical, Value & Access, Compliance, Legal, Procurement, Patient Safety, and external partners.
- Strong project, change, and operational management skills with the ability to lead multiple strategic initiatives simultaneously.
- Excellent communication, presentation, and leadership capabilities with the ability to inspire teams and drive organizational transformation.

- Fluent in English.

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 \(PDF 30 MB\)](#)

部门

International

Business Unit

Finance

地点

Argentina

站点

Ramallo (Argentina)

Company / Legal Entity

AR01 (FCRS = AR001) Novartis Argentina S.A.

Functional Area

Marketing

Job Type

Full time

Employment Type
Regular

Shift Work
No

```
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"kalturaplayer6a7269edcde42339208895", 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_adatalayer.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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