NOVARTIS

Customer Success - Content Enablement Platforms

Job ID
REQ-10086383

八月 31, 2026

India

摘要

Novartis ambition is to be a recognized leader in Data, Analytics, AI & Platforms (DAP). Within Marketing Platforms, DAP is setting up a new content platform ' s product team to implement and manage platforms which support the end-2-end content journey for international, region and countries (IRC) to support and drive commercial, medical and value & access activities.

This role works in partnership with Data, Analytics, AI & Data Science, and other Commercial Launch Strategy (CLS) teams, Medical, Value & Access, IRC, S&G, DDIT, BSI and others to implement, and scale content platforms solutions across the commercial and medical value chain of Novartis.

The Customer Success Manager is responsible for driving adoption, training, and change execution across Content Platforms within their region, ensuring that solutions are effectively used and deliver business value.

In this role, the person:
- Drives adoption, training, and change execution in-region
- Owns one / multiple product area/s, partnering with the Product Owner to develop training materials
- Acts as the primary interface between global teams and country users

The role ensures that platforms are:
- Adopted and effectively used across markets, delivering measurable business value
- Supported through high-quality training, communication, and change management
- Continuously improved through structured feedback loops and regional insights

About the Role

Location- Hybrid, Hyderabad.

Key Responsibilities:

- Drive adoption and value realization of Content Platforms across assigned regional markets.
- Identify adoption barriers and proactively resolve or escalate issues impacting platform usage.
- Align platform capabilities with local and regional business needs.
- Design and deliver regional training programs through live and virtual formats.
- Adapt training materials and learning content to meet regional and local requirements.
- Ensure users are effectively enabled to utilize platform features and capabilities.
- Execute regional change management plans and conduct change impact assessments.
- Lead communication, engagement, and adoption activities during platform enhancements and releases.
- Serve as the regional point of coordination for platform rollouts and change initiatives.
- Build strong relationships with regional business teams, market users, and platform leads.
- Collaborate with stakeholders across regions to drive alignment and adoption.
- Stay informed on industry best practices in change management, learning, and technology adoption.
- Continuously improve training effectiveness, user experience, and adoption strategies.

Essential Requirements:

- Bachelor's degree required; advanced degree in Business, Technology, or a related field preferred.
- Minimum 6+ years of experience in Change Management and Training Management, ideally within a product-focused environment.
- Excellent written and verbal communication skills in English.
- Fluency in a second language is mandatory (Spanish, Portuguese, German, French, Japanese, or Italian).
- Proven experience designing and delivering effective training programs for diverse audiences.
- Experience working with distributed teams across multiple regions and time zones.
- Strong stakeholder management, communication, organizational, and problem-solving skills.
- Ability to make decisions in fast-paced and ambiguous environments.
- Highly organized with strong attention to detail and execution discipline.
- Ability to operate independently with limited oversight while maintaining delivery excellence.
- Customer-focused, collaborative, and continuous improvement mindset.
- Willingness to support overlap with EMEA, LATAM, and APAC time zones as required.

Desirable Requirements:

- Experience supporting digital transformation, technology adoption, or platform enablement initiatives.
- Familiarity with content, marketing, or commercial platforms such as:
    - Wrike
    - Monday.com
    - ScreenDragon
    - Aprimo
    - Veeva PromoMats
    - Activator
    - Shaman
    - Veeva CRM
    - Salesforce Marketing Cloud
- Experience working in global, cross-cultural environments.
- Exposure to pharmaceutical, healthcare, or regulated industries.
- Change Management certification (e.g., Prosci, ADKAR, or equivalent).
- Strong change leadership and organizational influence capabilities.
- Demonstrated ability to drive continuous improvement and user adoption outcomes.

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: Read our handbook to learn about all the ways we ' ll help you thrive personally and professionally: **https://www.novartis.com/careers/benefits-rewards**

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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
Marketing

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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var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6af212808939c105767054", 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 } }; }
```

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// 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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