

## Senior Manager - CRM Innovation & Experimentation

Job ID  
REQ-10087149

9月 03, 2026

India

### 摘要

Novartis is on a mission to transform medicine and improve lives worldwide. As a global leader in healthcare, we leverage advanced technology, data, and digital capabilities to deliver patient-centric solutions, enhance customer engagement, and drive innovation. Within this context, the US CRM organization plays a critical role in shaping the transformation to next-generation CRM Innovation Labs that identifies and tests opportunities that can improve customer engagement, user experience, productivity, and CRM capabilities. Its work combines structured discovery, rapid experimentation, and evidence-based recommendations.

The Senior Manager, CRM Innovation & Experimentation leads defined innovation opportunities and experiments within the Hyderabad Labs extension. Reporting to the Director, CRM Enablement, Hyderabad, the role partners with the Associate Director, CRM Innovation Labs, US Labs leadership, Product Owners, business teams, technology partners, and control functions to scout emerging possibilities, run prototypes and proofs of concept, coordinate internal and external contributors, and convert learning into decision-ready recommendations.

## About the Role

Senior Manager - CRM Innovation & Experimentation

Location - Hyderabad #LI Hybrid

### Major Accountabilities:

- Explore business challenges, user needs, product gaps, market trends, and emerging technologies to identify relevant CRM opportunities.
- Scout and assess startups, technology providers, specialist partners, and external capabilities against defined business needs and experiment objectives.
- Triage opportunities to determine whether they require experimentation, can reuse existing CRM capabilities, or should be redirected to another accountable team.
- Shape selected opportunities into clear problem statements, hypotheses, expected benefits, success measures, assumptions, risks, and decision criteria.
- Lead timeboxed discovery, prototyping, proof-of-concept, user validation, and technical feasibility activities, ensuring required data, environments, integrations, access, and specialist support are in place.
- Coordinate cross-functional contributors, including Product Owners, business SMEs, UX, architecture, engineering, data, analytics, privacy, security, legal, compliance, procurement, delivery teams, contractors, and external partners.
- Synthesize user, business, technical, operational, and market evidence into recommendations to advance, pivot, pause, stop, or transition opportunities, including reuse, configuration, process change, or existing-product enhancement options.
- Maintain strong execution discipline and governance through experiment plans, backlogs, decision records, risks, dependencies, stakeholder updates, transition-ready documentation, reusable insights, and compliance with responsible-use, data, privacy, security, legal, procurement, and documentation requirements.

### Essential Requirements:

- Quality and timeliness of opportunity briefs, experiment plans, prototypes, evidence packs, and recommendations.
- Clarity of hypotheses, benefit measures, assumptions, risks, dependencies, and decision records.
- Speed of learning and reduction of business, user, technical, operational, or compliance uncertainty.
- Relevance and quality of external capabilities assessed or translated into experiments.
- Effectiveness of stakeholder and contractor coordination, deliverables, documentation, and knowledge transfer.
- Quality and readiness of handovers into product roadmaps, operational capabilities, or other agreed adoption pathways.

### Educational Requirement:

Bachelor ' s degree in business, technology, life sciences, engineering, or a related field is required; MBA or relevant master ' s degree preferred

Minimum Experience:

- 9+ years of experience in digital innovation, product management, consulting, technology scouting, prototyping, CRM, or related disciplines.
- Hands-on experience shaping ambiguous opportunities and leading experiments from hypothesis through evidence-based recommendation.
- Experience evaluating startups, technology providers, vendors, or external capabilities.
- Experience coordinating cross-functional workstreams, contractors, or specialist partners.
- Strong analytical, communication, stakeholder-management, and execution capabilities.
- Experience working in agile, product-oriented, global, or distributed environments.
- Experience in healthcare, pharmaceuticals, life sciences, or another regulated industry is desirable.

Desirable Requirement :

Navigate Complexity - Convert ambiguous opportunities into focused experiments and clear decisions.

Deliver Collective Impact - Coordinate internal teams, contractors, external partners, and control functions toward shared outcomes.

Influence Without Authority - Build credibility through evidence, demonstrations, user input, and clear recommendations.

Drive Ownership & Execution - Manage scope, milestones, dependencies, quality, documentation, and escalation.

Continuous Learning - Translate emerging trends and experiment lessons into relevant CRM opportunities and reusable practices.

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  
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

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6aaaf952d4275240062095", 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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