

Executive Director, Integrated Experience Planning

Job ID
REQ-10088272

九月 24, 2026

USA

摘要

#LI-Remote

The Executive Director, Integrated Experience Planning will shape the patient and HCP experience strategy for assigned brands, translating business objectives, brand strategy, and behavioral goals into integrated experience, content, and channel decisions that drive customer behaviors and measurable business outcomes. Reporting to the Head of Customer Experience Planning and Optimization, this leader will guide the development, activation, measurement, and continuous optimization of unified experiences in close partnership with Marketing Strategy, Data, Insights and Analytics, Content, Product Management, Operations, Customer Engagement, other cross-functional teams, and external agencies. Success requires navigating complex brand, agency, and cross-functional relationships; establishing and communicating a strong point of view; using emerging insights and performance data to adapt plans; and driving clear decisions, accountability, strategic focus, and measurable impact through ambiguity.

This position can be based remotely anywhere in the U.S. (there may be some restrictions based on legal entity). Please note that this role would not provide relocation as a result. The expectation of working hours and travel (domestic and/or international) will be defined by the hiring manager. This

position will require up to 10% travel.

About the Role

Key responsibilities:

- Serve as Marketing Strategy 's primary CXPO partner to translate business objectives, brand strategy, customer insights, and behavioral objectives into integrated HCP and patient experiences, personalizing where appropriate to improve outcomes.
- Develop a clear point of view on the HCP and patient experience within the brand and category. Identify behavioral barriers, opportunities, and experience gaps to inform brand strategy and drive growth.
- Lead integrated experience planning to achieve business, brand, and behavioral objectives, aligning internal and external teams responsible for execution across the full customer experience.
- Directly manage and oversee the development, activation, measurement, and continuous optimization of Integrated Experience Plans through consistent application of IMPact planning standards.
- Collaborate with other cross-functional partners to align experience strategy, content, channels, capabilities, and execution across digital and physical touchpoints for assigned brands.
- Analyze brand and customer dynamics and lead the synthesis of internal and external insights, behavioral evidence, and performance data to inform cohesive experience, content, and channel decisions across digital and physical touchpoints.
- Serve as a recognized expert in designing human-centered experiences that address defined customer needs and apply behavioral science to overcome identified barriers, enable desired behaviors, and improve patient and business outcomes.
- Identify knowledge gaps and partner with Insights and Analytics to conduct research and experimentation that tests assumptions, strengthens behavioral diagnosis, and informs experience decisions.
- Apply customer, behavioral, and journey insights to define experience requirements, content priorities, channel roles, and measurement needs that support the desired HCP or patient behavior.
- Lead, coach, and develop Integrated Experience Planning talent by applying standards, tools, learning, and best practices, including using and advancing the practical application of AI across assigned teams.

Essential Requirements:

- Bachelor's degree in related field
- 15+ years of experience in marketing strategy, customer experience, integrated planning, or related disciplines.
- Demonstrated expertise in experience design, behavioral strategy, integrated planning, channel orchestration, and measurement.
- Proven ability to translate business and brand strategies into actionable, measurable HCP and patient experience plans.
- Experience using customer insights, behavioral evidence, data, analytics, and experimentation to guide decisions and optimize performance.
- Demonstrated success leading multidisciplinary teams and influencing complex cross-functional and agency relationships.
- Experience standardizing planning processes, improving marketing effectiveness, and leading organizational change.
- Strong commercial acumen, analytical rigor, digital and AI fluency, and the ability to simplify complex strategies and drive decisions through ambiguity.
- Experience attracting, coaching, and developing high-performing talent.

Desirable requirements:

- Pharmaceutical, life-sciences, or similarly complex regulated-industry experience.
- Master of Science and/or MBA preferred.

Novartis Compensation Summary:

The salary for this position is expected to range between \$236,600 and \$439,400 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
Marketing

地点
USA

状态
Remote, US

站点

Remote Position (USA)

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Alternative Location 1

East Hanover, New Jersey, USA

Alternative Location 2

New York City, New York, USA

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6abb196f05c42838192693", 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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