NOVARTIS

ED, Targeting & Field Intelligence

Job ID
REQ-10090144

十月 27, 2026

USA

摘要

#LI-Hybrid

“The ideal location for this role is East Hanover, NJ but remote work may be possible (there may be some restrictions based on legal entity). Please note that this role would not provide relocation as a result. If associate is remote, all home office expenses and any travel/lodging to specific East Hanover, NJ site for periodic live meetings will be at the employee ’ s expense. The expectation of working hours and travel (domestic and/or international) will be defined by the hiring manager. This position will require 15% travel.

The ED, Targeting and Field Intelligence leads the enterprise Targeting & Field Intelligence organization responsible for translating brand strategies, customer priorities, and business objectives into actionable field intelligence models, targeting approaches, and decision-support capabilities that improve customer engagement and commercial effectiveness.

Partner with Brand and Customer Insights & Analytics leaders, who retain ownership of business and customer strategy, to convert strategic priorities into clear field intelligence frameworks, recommendations, and actions. Lead the capability roadmap, governance, methodologies, and

operating model for targeting, field decision intelligence, and Next Best Action enablement across therapeutic areas.

About the Role

Key Responsibilities:

The Executive Director is the enterprise capability leader accountable for:

    - Customer and account targeting methodologies and models
    - Field decision intelligence, prioritization, and action-planning frameworks
    - Next Best Action strategy and analytical enablement
    - Opportunity identification and intelligence-to-action models
    - Field intelligence products, standards, governance, and reusable assets
    - Targeting and field intelligence capability roadmaps and investment priorities
- Define and lead the enterprise strategy, roadmap, and operating model for targeting, field intelligence, Next Best Action, and field decisioning capabilities aligned to business growth priorities.
- Partner with Brand, Commercial Insights & Analytics, and business leaders to translate strategic objectives into scalable intelligence-driven field execution models.
- Govern enterprise-wide targeting, prioritization, and decision intelligence methodologies across therapeutic areas to drive consistent, data-driven customer engagement.
- Lead the integration of customer, patient, market, performance, and predictive analytics into actionable recommendations that improve field effectiveness and business outcomes.
- Advance AI-enabled decisioning, recommendation engines, and intelligence-to-action solutions while ensuring compliance, governance, and responsible AI practices.
- Drive continuous improvement in the relevance, adoption, usability, and measurable impact of targeting and field intelligence capabilities.
- Partner with Field Design & Deployment leaders to ensure intelligence-driven recommendations inform territory design, resource allocation, and execution strategies.
- Collaborate with Strategy, Platforms & Technology (SPT) to shape product roadmaps, define business requirements, and accelerate adoption of field intelligence and decision-support solutions.
- Build strong partnerships across Hyderabad (HYD), Advanced Analytics, Customer & Patient Intelligence, Medical, Market Access, and Commercial organizations to deliver scalable, high-quality capabilities.
- Lead, develop, and inspire a high-performing team of Targeting & Field Intelligence leaders, fostering innovation, accountability, talent development, succession planning, and continuous learning across global teams.

Essential Requirements:

- Advanced degree in Business Administration, Data Science, Analytics, or a related field
- Minimum 10+ years of experience, biotechnology, healthcare, or another complex regulated industry.
- Demonstrated expertise in targeting, field intelligence, commercial analytics, decision intelligence, Next Best Action, or customer analytics.

- Previous experience leading Directors and Associate Director
- Ability to translate commercial strategy into scalable analytical models, governance, and decision-support capabilities.
- Experience leading cross-functional, global, and matrixed organizations and influencing senior stakeholders.
- Working knowledge of AI-enabled analytics, automation, data products, privacy, compliance, and responsible AI practices.

Desirable Requirements:

- Portfolio Management Experience preferred

Novartis Compensation Summary:

The salary for this position is expected to range between $225,400.00 and $418.600.00

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
Distant Working Arrangement, US

站点
Distant Employee - Distant Working Arrangement (DWA) (USA)

Company / Legal Entity
U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Alternative Location 1
East Hanover, New Jersey, USA

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6ae2b3f527e9c794550968", 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 kalturadatalayer.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) }

Job ID
REQ-10090144

ED, Targeting & Field Intelligence

Apply to Job



Job ID
REQ-10090144

ED, Targeting & Field Intelligence

Apply to Job

Source URL:
https://prod1.novartis.com.cn/careers/career-search/job/details/req-10090144-ed-targeting-field-

intelligence

List of links present in page

1. https://www.novartis.com/about/strategy/people-and-culture
2. https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf
3. mailto:us.reasonableaccommodations@novartis.com
4. https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Distant-Employee---Distant-Working-Arrangement-DWA-USA/ED--Targeting---Field-IntelligenceREQ-10090144-2
5. https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Distant-Employee---Distant-Working-Arrangement-DWA-USA/ED--Targeting---Field-IntelligenceREQ-10090144-2