

Vice President, CRM Product Management Lead

Job ID

REQ-10067285

Apr 02, 2026

LOC_US

About the Role

Novartis is on a mission to transform medicine and improve lives worldwide. As a global leader in healthcare, we leverage advanced technology and data to deliver patient-centric solutions, enhance customer engagement, and drive innovation. The Insights and Decision Science (IDS) team is dedicated to enabling improved decision-making at Novartis by leveraging superior data to identify actionable insights that drive enhanced performance. We collaborate closely with the US business, bringing insights and challenging ideas to empower smarter, data-driven decision-making. The US CRM organization sits within IDS and plays a crucial role in driving the transformation to a next-generation Customer360 operating model.

Reporting into the VP, Head of CRM Product Management and Strategy, the VP, CRM Product Management Lead is pivotal in building a world-class product management organization, setting standards for product owner talent, and driving operational efficiencies and innovative delivery strategies. This role partners closely with business and IT leadership to deliver the next generation of CRM, ensuring alignment with enterprise strategy and transformation goals. The VP, CRM Product Management, will play a leadership role in enabling the next generation of CRM best practices to directly drive meaningful patient and customer outcomes.

Major Accountabilities

- Build and lead a top-talent product management organization that sets operating standards and drives transformation for CRM across Novartis US
- Build and manage the US CRM Roadmap, ensuring regular updates, transparency, and alignment with the US Commercial CRM strategy
- Develop a deep understanding of current business processes and gaps to inform product delivery and process improvement.
- Drive predictable product delivery for next-generation CRM, leveraging both traditional and agentic solutions.
- Play a leadership role in the CRM governance framework, regularly providing updates on status, impact, and opportunities
- Optimize the investment in the CRM ecosystem, including prioritizing best practices (eg, clicks vs. code, agentic vs. manual, UX optimization) and utilizing best-in-class solutions to business problems (including build vs. buy analysis as needed).
- Create, improve, and scale business processes to support transformation and operational excellence and establish and maintain strong relationships with business leaders and cross-functional teams to ensure alignment and optimization
- Collaborate with program teams to integrate business process changes with all aspects of transformation and establish, track, and report on key product metrics covering customer, business, usage, delivery (e.g., release dates, scope, backlog health), and adoption rates.
- Evangelize CRM strategy and impact across the organization through stakeholder meetings, leadership forums, and communications.

- Collaborate closely with the CRM product and IT teams to ensure cross-functional alignment and optimization. Maintain a deep understanding of the Life Sciences CRM landscape, including Salesforce and Veeva, as well as best practices across different industries. Maintain a deep understanding of the US commercial strategy and secure support from relevant business entities and stakeholders.

Novartis seeks an accomplished product management leader with experience and demonstrated success transforming CRM within commercial operations. Strong management, partnership, and intellectual maturity are needed. A comprehensive understanding of best practices in CRM and AI applications for pharmaceutical sales and marketing, as well as the dynamics of the global healthcare environment, is crucial.

Education (minimum/desirable):

Bachelor's degree in a related field is required; Master of Science and/or MBA preferred

Additional qualifications are as follows:

- Proven success in leading product management for large-scale CRM transformation, including accountability for delivery, change management, UX, Governance, communication strategy, and risk and compliance mitigation
- 12+ years of experience in product management, technology strategy, innovation, or leadership roles, preferably in the pharmaceutical, healthcare, or CRM sectors
- Deep understanding of the CRM landscape (Sales, Marketing and Service), including Salesforce, Veeva, and the major and evolving players in the ecosystem
- Deep understanding of the pharmaceutical industry, including regulatory requirements, market dynamics, and emerging AI technologies
- Experience managing and being accountable for the operations of large product management teams, including backlog health and prioritization, agile practices and ceremonies, and driving strategic innovation
- Strong understanding of generative AI technologies, machine learning, and data analytics, with a focus on practical applications
- Excellent leadership skills with the ability to build and lead high-performing teams
- People management experience within CRM, AI, technology, or data-driven environments required
- Must possess an ability to foster cross-functional alignment of key stakeholders to create a disciplined, ambitious, and collaborative, global, commercial CRM strategy
- Strong analytical and problem-solving skills, with the ability to interpret complex data and make informed decisions
- Ability to adapt strategies and approaches in a rapidly evolving technological landscape
- Deep understanding of and experience with CRM, AI, and Data platforms and architectures, including Salesforce (Agentforce, Marketing Cloud, Health Cloud, Data Cloud/Data360, Core platform), Veeva, OpenAI, and Snowflake (or similar data lake).

The pay range for this position at commencement of employment is expected to be between \$261,100.00 and \$484,900.00 a year; however, while salary ranges are effective from 1/1/25 through 12/31/25, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, the employee will be in an "at-will position" and the Company reserves the right to modify base salary (as well as any other discretionary

payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

Role Requirements

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 \(PDF 30 MB\)](#)

Division

DIV_IU

Business Unit

General Management

Location

LOC_US

Site

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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