

Activation Lead - Marketing Platform Operations(M)

Job ID

REQ-10077194

May 08, 2026

LOC_IN

About the Role

Location – Hyderabad #LI Hybrid

Key Responsibilities:

1. Country Rollout Execution & Activation

A. Enable the execution of country activation plans by supporting local rollout activities in alignment with the global CRM deployment schedule.

B. Coordinate with country and global teams to ensure all prerequisites, dependencies, and readiness criteria are met prior to go-live.

2. User Enablement & Training Support

A. Enable end-users through train-the-trainer support by working with other super users (as applicable) trained by International program teams, ensuring effective knowledge transfer.

B. Provide hands-on support and guidance to business users to build confidence and readiness for day-to-day CRM usage.

3. Post Go-Live Support & Hypercare

A. Enable the first line of business support post go-live by addressing user queries and clarifying standard ways of working.

B. Identify, track, and escalate user issues and adoption challenges to relevant teams to ensure timely resolution during hyper-care.

4. Adoption Reinforcement & Continuous Support

A. Support the reinforcement of standard CRM processes and ways of working to drive consistent adoption across user groups.

B. Gather user feedback and insights to support continuous improvement of CRM usage and rollout effectiveness.

Essential Requirements:

- Experience in CRM rollout, deployment, or activation support
- Familiarity with CRM platforms – either Veeva CRM or Salesforce Life Sciences Cloud
- Experience in supporting user training, enablement, or train-the-trainer models
- Ability to provide hands-on support and troubleshoot user queries
- Good understanding of pharma commercial processes / CRM usage
- Strong communication and stakeholder engagement skills
- Ability to work in cross-functional, multi-geography environments
- Problem-solving mindset with focus on user experience and adoption

Desirable Requirements:

- Experience in CRM transformation or migration programs (Veeva or Salesforce preferred)

- Exposure to change management and adoption frameworks
- Experience working in global rollout programs across multiple countries
- Familiarity with training tools, knowledge bases, or support ticketing systems

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Role Requirements

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Division

DIV_IM

Business Unit

Marketing

Location

LOC_IN

Site

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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