

Manager - CRM - Marketing Platform Ops

Job ID

REQ-10077193

May 08, 2026

LOC_IN

About the Role

Location – Hyderabad #LI Hybrid

Key Responsibilities:

1. Country CRM Usage & Business Representation

A. Represent country CRM usage by providing insights into how CRM is leveraged across Sales, Medical, and KAM teams, including key processes, workflows, and pain points.

B. Support in the articulation of country-specific business needs, priorities, and nuances to ensure accurate reflection in CRM design and rollout planning.

2. Business Requirements Validation & Alignment

A. Support in the validation of business priorities and requirements to ensure they reflect country realities while aligning with the global CRM product scope and design principles.

B. Support refinement of requirements by bridging gaps between local expectations and standardized global solutions.

3. Business SME Support & Decision Enablement

A. Support the primary business SME for CRM by clarifying functional queries, reviewing solution outputs, and providing contextual inputs during design and implementation discussions.

B. Support informed decision-making by highlighting trade-offs, risks, and impacts of proposed CRM solutions on country operations.

4. CRM Adoption & Change Enablement

A. Support CRM adoption in-country by reinforcing standard ways of working and promoting alignment with global processes and tools.

B. Support rollout readiness by collaborating with change and training teams to drive business engagement, user preparedness, and adoption success.

Essential Requirements:

- Considerable functional expertise in CRM platforms – either Veeva CRM or Salesforce Life Sciences Cloud
- Considerable understanding of pharma commercial operations, including Sales, Medical, and Key Account Management (KAM)
- Strong stakeholder management and influencing skills across business and global product teams
- Experience driving user adoption and change enablement initiatives
- Strong communication and facilitation skills for cross-functional discussions
- Awareness of regulatory and compliance considerations in CRM usage
- Ability to work in cross-functional, multi-geography environments

Desirable Requirements:

- Experience in CRM transformation or migration programs (Veeva or Salesforce highly preferred)
- Exposure to change management, training, or adoption programs
- Experience working in global rollout programs across multiple countries

Why Novartis: Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here:

<https://www.novartis.com/about/strategy/people-and-culture>

You'll receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook.

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Commitment to Diversity and Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here:

<https://talentnetwork.novartis.com/network>.

Role Requirements

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Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally.

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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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