

Director, CRM Product Owner

Job ID

REQ-10077679

May 08, 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 Strategy, Platforms & Transformation 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 Strategy, Platforms & Transformation and plays a crucial role in driving the transformation to a next-generation Customer360 operating model.

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

Reporting to the ED, Field CRM and Strategy, the Director, CRM Product Owner leads the strategy, development, and delivery of best practice CRM capabilities across the US CRM ecosystem. This hands-on role is central to transforming the way Novartis interacts with patients and customers by integrating process improvements, technology solutions, analytics, and user experience enhancements to deliver a world-class, customer-centric experiences. The Dir, CRM Product Owner partners closely with business and IT leadership to build a robust CRM foundation and activate transformation across the US commercial organization.

Major Accountabilities

- Create and steward the Product Vision, Roadmap, and Delivery: Define, communicate, and execute the vision and strategy for CRM capabilities/functions (e.g. Customer Engagement, Platform, Medical, etc) ensuring alignment with business goals and stakeholder needs.
- Drive CRM Product Innovation: Champion the adoption of advanced CRM technologies (including AI) and processes to optimize customer engagement and deliver actionable insights across the organization.
- Gather CRM Requirements: Collect and interpret business needs, translating them into system and process improvements powered by technology, analytics, and best practices.
- Deliver Product Management Excellence: Uphold high standards for product management delivery, disciplined execution, predictable and high-quality releases, and continuous improvement.
- Transform Business Processes: Analyze current business processes and gaps, then design, implement, and scale improvements using data-driven and technology-enabled solutions.
- Lead Cross-Functional Collaboration: Facilitate collaboration between senior business leaders and working teams, securing input, feedback, and alignment on CRM initiatives.
- Ensure Governance & Compliance: Establish and enforce governance frameworks to guarantee all CRM initiatives meet regulatory, privacy, and compliance requirements.

- Build and Develop High-Performing Teams: Recruit, mentor, and lead groups of Product Owners, managing dependencies and fostering a culture of innovation and continuous improvement.
- Drive Change Enablement: Align stakeholders, identify risks, and remove barriers to ensure successful adoption and sustained progress of CRM initiatives.
- Evangelize CRM Strategy: Promote the CRM strategy and communicate impact across the organization through stakeholder meetings, leadership forums, and targeted communications.
- Optimize CRM Investment: Prioritize and implement best practices, conduct build vs. buy analyses, and maximize the value of CRM investments.
- Maintain Industry Awareness: Stay current on CRM platforms (e.g., Salesforce, Veeva), industry trends, and best practices across sectors.

Essential Requirements:

- Bachelor's degree in related field is required; Master of Science and/or MBA preferred
- 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
- 7+ 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 (Agentforce, Marketing Cloud, Health Cloud, Data Cloud, Core platform), Veeva, and the major and evolving players in the ecosystem.
- Deep expertise in CRM, AI, and Data platforms and architectures (e.g., Salesforce, Salesforce Data Cloud, Veeva, OpenAI, Snowflake, or similar data lake technologies).
- Deep understanding of the pharmaceutical industry, including regulatory requirements, market dynamics, and emerging AI technologies
- Experience managing and being accountable for the operations of product management teams, including backlog health and prioritization, agile practices and ceremonies, and driving strategic innovation
- Excellent leadership and communication 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

The pay range for this position at commencement of employment is expected to be between \$185,500.00 and \$344,500.00 a year; however, while salary ranges are effective from 1/1/26 through 12/31/26, 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, 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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