

Market Research, Manager

Job ID

REQ-10067389

May 25, 2026

LOC_IN

About the Role

Location – Hyderabad #LI Hybrid

Key Responsibilities:

- Define and implement the strategic roadmap for deployment operations.
- Ensure deployment processes align with broader marketing and organizational goals.
- Serve as the primary point of contact for senior stakeholders, ensuring their requirements are reflected in deployment strategies.
- Present high-level updates and key metrics to executive leadership.
- Analyze and report on deployment success trends, identifying areas for improvement across projects and teams.
- Establish KPIs for the team and evaluate their contributions against organizational expectations.
- Advocate for new technologies and processes that optimize deployment operations.
- Drive continuous improvement initiatives by identifying inefficiencies and recommending solutions.
- Own the risk mitigation strategy for deployment processes, ensuring organizational compliance and security protocols are met.
- Take ultimate responsibility for resolving systemic challenges impacting deployment success.
- Act as a bridge between Deployment Specialists, QA teams, Marketing Automation teams, and Customer Experience teams.
- Lead efforts to streamline workflows across global teams.
- In deployment setup, ensure accurate DE configurations, confirm counts with validation reports from MDS / Data Ops team, and monitor both post-deployment and ongoing sends, troubleshooting with the Product / CEP team as needed.

Essential Requirements:

- 7+ years of experience in market research or within specialist agencies.
- Extensive experience managing multi-methodology market research projects across multiple markets.
- Proven ability to work in regional and commercial primary market research teams, collaborating effectively within a matrix and cross-functional environment.
- Expertise in project management, including scoping, defining deliverables, developing business cases, and reporting at a senior level, with strong communication, persuasive presentation, and credibility.
- Strong business acumen and solution-oriented mindset, including proficiency in budget and P&L management.
- Experience managing remote relationships and delivering on-shore/off-shore capabilities.
- Preferred: Familiarity with pharmaceutical disease areas, combined with strong leadership and communication skills.

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.

Accessibility and accommodation:

Novartis is 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 recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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_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

[Apply to Job](#)

Job ID

REQ-10067389

Market Research, Manager

[Apply to Job](#)

Source URL: <https://jobapi.novartis.com/req-10067389-market-research-manager>

List of links present in page

1. <https://jobapi.novartis.com/req-10067389-market-research-manager>
2. <mailto:diversityandincl.india@novartis.com>
3. <https://www.novartis.com/about/strategy/people-and-culture>
4. https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf
5. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Market-Research---Senior-Manager_REQ-10067389
6. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Market-Research---Senior-Manager_REQ-10067389