

Customer Excellence Lead

Job ID

REQ-10084991

Aug 04, 2026

LOC_AR

About the Role

Responsibilities:

- Lead the Customer Excellence agenda, ensuring a seamless omnichannel experience for healthcare professionals, payers, and patients through data-driven customer journeys and engagement strategies.
- Drive content activation and channel orchestration across CRM, SFMC, and customer engagement platforms, ensuring the right content reaches the right stakeholder at the right time.
- Champion Marketing Excellence by embedding best-in-class standards, governance, and execution of the One Brand Plan framework to strengthen commercial capabilities and business performance.
- Oversee Launch Excellence processes, partnering with local, regional, and global teams to ensure launch readiness and flawless execution of strategic product launches.
- Generate customer, payer, and patient insights that translate into actionable recommendations, improving engagement effectiveness and supporting business decision-making.
- Lead the deployment and continuous improvement of personalized and omnichannel patient engagement frameworks, ensuring exceptional patient experiences throughout the journey.
- Direct governance and operational excellence for Patient Support Programs (PSPs) and Patient-Oriented Programs (POPs), ensuring compliance, sustainability, and measurable impact.
- Partner with Compliance, Legal, Medical, Value & Access, Procurement, Data Privacy, Patient Safety, and external service providers to ensure operational excellence and adherence to regulatory standards.
- Define and monitor performance indicators, dashboards, and analytics to identify opportunities, optimize processes, and maximize business outcomes.
- Build, inspire, and develop high-performing teams, fostering a culture of innovation, collaboration, accountability, and continuous improvement aligned with Novartis Values & Behaviors.

Ideal Candidate Profile:

- Bachelor's degree in Business, Marketing, Life Sciences, Healthcare, or a related field; advanced degree (MBA or equivalent) preferred.
- Significant experience in the pharmaceutical, biotechnology, healthcare, or related industry, with strong exposure to Commercial, Marketing, Customer Engagement, Patient Services, Value & Access, or Medical Affairs.
- Proven track record leading omnichannel customer engagement strategies, CRM-enabled programs, customer journeys, and digital transformation initiatives.
- Deep understanding of commercial excellence, customer experience, marketing operations, launch readiness, and cross-functional business planning.
- Experience leading Patient Support Programs (PSPs), patient services, patient engagement initiatives, or healthcare solutions programs within a highly regulated environment.
- Strong knowledge of compliance, regulatory requirements, data privacy, pharmacovigilance, and governance frameworks applicable to the pharmaceutical industry.
- Demonstrated ability to translate data, customer insights, and performance metrics into actionable business strategies and measurable outcomes.
- Experience managing complex stakeholder ecosystems, influencing senior leaders, and driving alignment across Commercial, Medical, Value & Access, Compliance, Legal, Procurement, Patient Safety, and external partners.
- Strong project, change, and operational management skills with the ability to lead multiple strategic initiatives simultaneously.

- Excellent communication, presentation, and leadership capabilities with the ability to inspire teams and drive organizational transformation.
- Fluent in English.

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_IM

Business Unit

Finance

Location

LOC_AR

Site

Ramallo (Argentina)

Company / Legal Entity

AR01 (FCRS = AR001) Novartis Argentina S.A.

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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