

Senior Manager - CRM Innovation & Experimentation

Job ID

REQ-10087149

Sep 03, 2026

LOC_IN

About the Role

Senior Manager - CRM Innovation & Experimentation

Location – Hyderabad #LI Hybrid

Major Accountabilities:

- Explore business challenges, user needs, product gaps, market trends, and emerging technologies to identify relevant CRM opportunities.
- Scout and assess startups, technology providers, specialist partners, and external capabilities against defined business needs and experiment objectives.
- Triage opportunities to determine whether they require experimentation, can reuse existing CRM capabilities, or should be redirected to another accountable team.
- Shape selected opportunities into clear problem statements, hypotheses, expected benefits, success measures, assumptions, risks, and decision criteria.
- Lead timeboxed discovery, prototyping, proof-of-concept, user validation, and technical feasibility activities, ensuring required data, environments, integrations, access, and specialist support are in place.
- Coordinate cross-functional contributors, including Product Owners, business SMEs, UX, architecture, engineering, data, analytics, privacy, security, legal, compliance, procurement, delivery teams, contractors, and external partners.
- Synthesize user, business, technical, operational, and market evidence into recommendations to advance, pivot, pause, stop, or transition opportunities, including reuse, configuration, process change, or existing-product enhancement options.
- Maintain strong execution discipline and governance through experiment plans, backlogs, decision records, risks, dependencies, stakeholder updates, transition-ready documentation, reusable insights, and compliance with responsible-use, data, privacy, security, legal, procurement, and documentation requirements.

Essential Requirements:

- Quality and timeliness of opportunity briefs, experiment plans, prototypes, evidence packs, and recommendations.
- Clarity of hypotheses, benefit measures, assumptions, risks, dependencies, and decision records.
- Speed of learning and reduction of business, user, technical, operational, or compliance uncertainty.
- Relevance and quality of external capabilities assessed or translated into experiments.
- Effectiveness of stakeholder and contractor coordination, deliverables, documentation, and knowledge transfer.
- Quality and readiness of handovers into product roadmaps, operational capabilities, or other agreed adoption pathways.

Educational Requirement:

Bachelor's degree in business, technology, life sciences, engineering, or a related field is required; MBA or relevant master's degree preferred

Minimum Experience:

- 9+ years of experience in digital innovation, product management, consulting, technology scouting, prototyping, CRM, or related disciplines.
- Hands-on experience shaping ambiguous opportunities and leading experiments from hypothesis through evidence-

based recommendation.

- Experience evaluating startups, technology providers, vendors, or external capabilities.
- Experience coordinating cross-functional workstreams, contractors, or specialist partners.
- Strong analytical, communication, stakeholder-management, and execution capabilities.
- Experience working in agile, product-oriented, global, or distributed environments.
- Experience in healthcare, pharmaceuticals, life sciences, or another regulated industry is desirable.

Desirable Requirement :

Navigate Complexity - Convert ambiguous opportunities into focused experiments and clear decisions.

Deliver Collective Impact - Coordinate internal teams, contractors, external partners, and control functions toward shared outcomes.

Influence Without Authority - Build credibility through evidence, demonstrations, user input, and clear recommendations.

Drive Ownership & Execution - Manage scope, milestones, dependencies, quality, documentation, and escalation.

Continuous Learning - Translate emerging trends and experiment lessons into relevant CRM opportunities and reusable practices.

Role Requirements

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

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