

Director – CRM Transformation and Operations

Job ID

REQ-10086696

Sep 16, 2026

LOC_IN

About the Role

Director - CRM Transformation and Operations

Location – Hyderabad #LI Hybrid

Major Accountabilities:

- Lead and develop a 65-member CRM Transformation and Operations organization across CRM Product and Operations, CRM Data Integrations, CRM Labs, Field CRM Operations, and Marketing Automation.
- Drive CRM transformation initiatives that improve user adoption, data quality, field productivity, marketing effectiveness, workflow automation, and overall customer engagement excellence.
- Establish strong governance for CRM intake, prioritization, release planning, operational readiness, change management, and value realization in partnership with business and technology stakeholders.
- Provide leadership oversight for CRM data integrations, ensuring reliable, compliant, and business-ready data flows across CRM and connected platforms.
- Guide CRM Labs and innovation teams to pilot, scale, and industrialize new CRM capabilities, including automation, advanced analytics, AI-enabled workflows, and productivity enhancements.
- Ensure Field CRM Operations delivers high-quality, timely, and compliant operational support to sales and field teams across geographies and business units.
- Partner with Marketing, Commercial Operations, Data, Technology, and US business stakeholders to enable integrated campaign execution, marketing automation, segmentation, targeting, and omnichannel engagement capabilities.
- Define, monitor, and report KPIs related to platform adoption, operational quality, delivery performance, data integrity, stakeholder satisfaction, and business value realization. Build a high-performing, outcome-oriented team culture focused on collaboration, accountability, innovation, coaching, and continuous improvement.

Essential Requirements:

- Essential Requirements: Experience in pharmaceutical, healthcare, life sciences, or regulated commercial environments, with strong understanding of field force effectiveness, CRM-enabled customer engagement, and operational governance.
- Proven track record of leading Salesforce CRM transformation, platform enablement, and operational excellence programs that improve adoption, data quality, process efficiency, and measurable business outcomes.
- Strong strategic thinking, analytical judgment, and enterprise problem-solving skills, with the ability to translate complex CRM, data, and operational challenges into clear priorities, delivery roadmaps, and actionable business outcomes.

Desirable Requirement:

Novartis seeks a senior leader with deep experience in CRM transformation, commercial operations, and large-scale

platform enablement within the pharmaceutical, healthcare, life sciences, or similarly complex regulated industries. The candidate should be able to lead large cross-functional teams, influence senior stakeholders, modernize CRM operating models, and create a collaborative, accountable, and innovation-driven work environment.

Minimum Experience:

- Bachelor's degree in technology, Information Systems, Marketing, Life Sciences, or a related field; master's degree preferred.
- 15+ years of overall professional experience, including significant leadership experience in CRM, commercial operations, platform enablement, digital transformation, or technology-enabled business operations.
- Strong Salesforce CRM experience, including product roadmap management, business process transformation, adoption, release governance, and operational support.
- Proven ability to lead large teams, preferably 50+ associates, across multiple functional areas and delivery portfolios.
- Strong understanding of CRM data, integrations, marketing automation, field operations, omnichannel engagement, and commercial technology ecosystems.
- Excellent executive communication, stakeholder influencing, problem-solving, and change leadership skills.
- Ability to operate in a fast-paced, matrixed, global environment while ensuring quality, compliance, and business impact.

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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