

Executive Director, Integrated Experience Planning

Job ID

REQ-10088272

Sep 24, 2026

LOC_US

About the Role

Key responsibilities:

- Serve as Marketing Strategy's primary CXPO partner to translate business objectives, brand strategy, customer insights, and behavioral objectives into integrated HCP and patient experiences, personalizing where appropriate to improve outcomes.
- Develop a clear point of view on the HCP and patient experience within the brand and category. Identify behavioral barriers, opportunities, and experience gaps to inform brand strategy and drive growth.
- Lead integrated experience planning to achieve business, brand, and behavioral objectives, aligning internal and external teams responsible for execution across the full customer experience.
- Directly manage and oversee the development, activation, measurement, and continuous optimization of Integrated Experience Plans through consistent application of IMPact planning standards.
- Collaborate with other cross-functional partners to align experience strategy, content, channels, capabilities, and execution across digital and physical touchpoints for assigned brands.
- Analyze brand and customer dynamics and lead the synthesis of internal and external insights, behavioral evidence, and performance data to inform cohesive experience, content, and channel decisions across digital and physical touchpoints.
- Serve as a recognized expert in designing human-centered experiences that address defined customer needs and apply behavioral science to overcome identified barriers, enable desired behaviors, and improve patient and business outcomes.
- Identify knowledge gaps and partner with Insights and Analytics to conduct research and experimentation that tests assumptions, strengthens behavioral diagnosis, and informs experience decisions.
- Apply customer, behavioral, and journey insights to define experience requirements, content priorities, channel roles, and measurement needs that support the desired HCP or patient behavior.
- Lead, coach, and develop Integrated Experience Planning talent by applying standards, tools, learning, and best practices, including using and advancing the practical application of AI across assigned teams.

Essential Requirements:

- Bachelor's degree in related field
- 15+ years of experience in marketing strategy, customer experience, integrated planning, or related disciplines.
- Demonstrated expertise in experience design, behavioral strategy, integrated planning, channel orchestration, and measurement.
- Proven ability to translate business and brand strategies into actionable, measurable HCP and patient experience plans.
- Experience using customer insights, behavioral evidence, data, analytics, and experimentation to guide decisions and optimize performance.

- Demonstrated success leading multidisciplinary teams and influencing complex cross-functional and agency relationships.
- Experience standardizing planning processes, improving marketing effectiveness, and leading organizational change.
- Strong commercial acumen, analytical rigor, digital and AI fluency, and the ability to simplify complex strategies and drive decisions through ambiguity.
- Experience attracting, coaching, and developing high-performing talent.

Desirable requirements:

- Pharmaceutical, life-sciences, or similarly complex regulated-industry experience.
- Master of Science and/or MBA preferred.

Novartis Compensation Summary:

The salary for this position is expected to range between \$236,600 and \$439,400 per year.

The final salary offered is determined based on factors like, but not limited to, relevant skills and experience, and upon joining Novartis will be reviewed periodically. Novartis may change the published salary range based on company and market factors.

Your compensation will include a performance-based cash incentive and, depending on the level of the role, eligibility to be considered for annual equity awards.

US-based eligible employees will receive a comprehensive benefits package that includes health, life and disability benefits, a 401(k) with company contribution and match, and a variety of other benefits. In addition, employees are eligible for a generous time off package including vacation, personal days, holidays and other leaves.

Role Requirements

Division

DIV_IU

Business Unit

Marketing

Location

LOC_US

Site

Remote Position (USA)

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Alternative Location 1

LOC_US

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Regular
Shift Work
No
[Apply to Job](#)

Job ID
REQ-10088272

Executive Director, Integrated Experience Planning

[Apply to Job](#)

Source URL: <https://jobapi.novartis.com/req-10088272-executive-director-integrated-experience-planning>

List of links present in page

1. <https://jobapi.novartis.com/req-10088272-executive-director-integrated-experience-planning>
2. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Remote-Position-USA/Executive-Director--Integrated-Experience-Planning_REQ-10088272-1
3. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Remote-Position-USA/Executive-Director--Integrated-Experience-Planning_REQ-10088272-1