

Associate Director - CRM Innovation Labs

Job ID

REQ-10087151

Sep 16, 2026

LOC_IN

About the Role

Associate Director - CRM Innovation Labs

Location – Hyderabad #LI Hybrid

Major Accountabilities:

- Lead the Hyderabad CRM Innovation Labs extension by defining its operating model, governance, ways of working, reusable practices, and collaboration interfaces with US Labs, Product Owners, and delivery teams.
- Shape and manage a focused CRM innovation portfolio aligned to business priorities, customer and user needs, emerging technologies, strategic feasibility, and measurable value.
- Build internal innovation capability by fostering a culture of curiosity, disciplined experimentation, transparency, continuous learning, and accountable decision-making.
- Establish clear opportunity intake and governance mechanisms to assess whether ideas should enter Labs, leverage existing CRM capabilities, or be redirected to the appropriate accountable teams.
- Guide opportunities through structured experimentation stages including discovery, shaping, prototyping, proof of concept, validation, and evidence-based decisions to advance, pivot, pause, stop, or transition.
- Develop and leverage an external innovation ecosystem across startups, technology partners, academia, specialist providers, and industry trends in CRM, AI, automation, analytics, experience, and life sciences.
- Partner with cross-functional stakeholders across business, Product, DDIT, architecture, engineering, UX, analytics, data, privacy, security, legal, compliance, and procurement to de-risk opportunities and influence informed decisions.
- Ensure validated concepts transition effectively into value realization with clear ownership, roadmap or adoption paths, delivery and support plans, compliance controls, success measures, reusable insights, and structured handover.

Essential Requirements:

- Strategic relevance and balance of the CRM innovation portfolio.
- Quality and timeliness of intake, prioritization, and portfolio decisions.
- Business value, strategic learning, or risk reduction generated through Lab's activities.
- Stakeholder confidence in Lab's governance, evidence, and -recommendations.
- Quality of transition into owned product roadmaps, operational capabilities, or other agreed adoption pathways.
- Capability maturity, effective external partnerships, internal knowledge growth, and compliance with applicable controls.

Desirable 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:

- 11+ years of experience in innovation, product management, digital transformation, consulting, emerging technology, CRM, or related disciplines.
- Experience establishing or scaling innovation capabilities, operating models, or experimentation portfolios.
- Proven success leading discovery, prototypes, proofs of concept, and evidence-based investment decisions.
- Experience evaluating emerging technologies and managing internal teams, external partners, startups, or specialist

providers.

- Strong senior-stakeholder influence, strategic problem solving, and cross-functional leadership.
- Experience transitioning validated concepts into product roadmaps, funded delivery, or operational capabilities.
- Experience in global, healthcare, pharmaceutical, life-sciences, or other regulated environments is desirable.

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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