NOVARTIS

Director, CRM Product Owner

Job ID
REQ-10080781
Oct 07, 2026
LOC_US

About the Role

Key Responsibilities:

- Create and steward the Product Vision, Roadmap, and Delivery: Define, communicate, and execute the vision and strategy for CRM capabilities/functions (e.g. Customer Engagement, Platform, Medical, etc) ensuring alignment with business goals and stakeholder needs.
- Drive CRM Product Innovation: Champion the adoption of advanced CRM technologies (including AI) and processes to optimize customer engagement and deliver actionable insights across the organization.
- Gather CRM Requirements: Collect and interpret business needs, translating them into system and process improvements powered by technology, analytics, and best practices.
- Deliver Product Management Excellence: Uphold high standards for product management delivery, disciplined execution, predictable and high-quality releases, and continuous improvement.
- Transform Business Processes: Analyze current business processes and gaps, then design, implement, and scale improvements using data-driven and technology-enabled solutions.
- Lead Cross-Functional Collaboration: Facilitate collaboration between senior business leaders and working teams, securing input, feedback, and alignment on CRM initiatives.
- Ensure Governance & Compliance: Establish and enforce governance frameworks to guarantee all CRM initiatives meet regulatory, privacy, and compliance requirements.
- Build and Develop High-Performing Teams: Recruit, mentor, and lead groups of Product Owners, managing dependencies and fostering a culture of innovation and continuous improvement.
- Drive Change Enablement: Align stakeholders, identify risks, and remove barriers to ensure successful adoption and sustained progress of CRM initiatives.
- Evangelize CRM Strategy: Promote the CRM strategy and communicate impact across the organization through stakeholder meetings, leadership forums, and targeted communications.
- Optimize CRM Investment: Prioritize and implement best practices, conduct build vs. buy analyses, and maximize the value of CRM investments.
- Maintain Industry Awareness: Stay current on CRM platforms (e.g., Salesforce, Veeva), industry trends, and best practices across sectors

Novartis seeks an accomplished product management leader with experience and demonstrated success transforming CRM capabilities programs within commercial operations. Strong management, partnership, and intellectual maturity are needed. A comprehensive understanding of best practices in CRM Data and AI applications for pharmaceutical sales and marketing, and the dynamics of the global healthcare environment is crucial.

Essential Requirements:

- Education: Bachelor's degree in related field is required; Master of Science and/or MBA preferred
- Proven success in leading product management for large-scale CRM transformation, including accountability for delivery, change management, UX, Governance, communication strategy, and risk and compliance mitigation
- Minimum 7+ years of experience in product management, technology strategy, innovation, or leadership roles, preferably in the pharmaceutical, healthcare, or CRM sectors
- Deep understanding of the CRM landscape (Sales, Marketing and Service), including Salesforce (Agentforce, Marketing Cloud, Health Cloud, Data Cloud, Core platform), Veeva, and the major and evolving players in the ecosystem.
- Deep expertise in CRM, AI, and Data platforms and architectures (e.g., Salesforce, Salesforce Data Cloud, Veeva,

OpenAI, Snowflake, or similar data lake technologies).
- Deep understanding of the pharmaceutical industry, including regulatory requirements, market dynamics, and emerging AI technologies
- Experience managing and being accountable for the operations of product management teams, including backlog health and prioritization, agile practices and ceremonies, and driving strategic innovation
- Excellent leadership and communication skills with the ability to build and lead high-performing teams
- People management experience within CRM, AI, technology, or data-driven environments required
- Must possess an ability to foster cross-functional alignment of key stakeholders to create a disciplined, ambitious, and collaborative, global, commercial CRM strategy
- Strong analytical and problem-solving skills, with the ability to interpret complex data and make informed decisions
- Ability to adapt strategies and approaches in a rapidly evolving technological landscape

Novartis Compensation Summary:

The salary for this position is expected to range between $185,500.00 and $344,500.00 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
General Management
Location
LOC_US
Site
East Hanover
Company / Legal Entity
U014 (FCRS = US014) Novartis Pharmaceuticals Corporation
Functional Area
FCT_MM
Job Type
Full time
Employment Type
Regular
Shift Work
No
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