NOVARTIS

ED, Targeting & Field Intelligence

Job ID
REQ-10090144
Oct 27, 2026
LOC_US

About the Role

Key Responsibilities:

The Executive Director is the enterprise capability leader accountable for:

- - Customer and account targeting methodologies and models
  - Field decision intelligence, prioritization, and action-planning frameworks
  - Next Best Action strategy and analytical enablement
  - Opportunity identification and intelligence-to-action models
  - Field intelligence products, standards, governance, and reusable assets
  - Targeting and field intelligence capability roadmaps and investment priorities
- Define and lead the enterprise strategy, roadmap, and operating model for targeting, field intelligence, Next Best Action, and field decisioning capabilities aligned to business growth priorities.
- Partner with Brand, Commercial Insights & Analytics, and business leaders to translate strategic objectives into scalable intelligence-driven field execution models.
- Govern enterprise-wide targeting, prioritization, and decision intelligence methodologies across therapeutic areas to drive consistent, data-driven customer engagement.
- Lead the integration of customer, patient, market, performance, and predictive analytics into actionable recommendations that improve field effectiveness and business outcomes.
- Advance AI-enabled decisioning, recommendation engines, and intelligence-to-action solutions while ensuring compliance, governance, and responsible AI practices.
- Drive continuous improvement in the relevance, adoption, usability, and measurable impact of targeting and field intelligence capabilities.
- Partner with Field Design & Deployment leaders to ensure intelligence-driven recommendations inform territory design, resource allocation, and execution strategies.
- Collaborate with Strategy, Platforms & Technology (SPT) to shape product roadmaps, define business requirements, and accelerate adoption of field intelligence and decision-support solutions.
- Build strong partnerships across Hyderabad (HYD), Advanced Analytics, Customer & Patient Intelligence, Medical, Market Access, and Commercial organizations to deliver scalable, high-quality capabilities.
- Lead, develop, and inspire a high-performing team of Targeting & Field Intelligence leaders, fostering innovation, accountability, talent development, succession planning, and continuous learning across global teams.

Essential Requirements:

- Advanced degree in Business Administration, Data Science, Analytics, or a related field
- Minimum 10+ years of experience, biotechnology, healthcare, or another complex regulated industry.
- Demonstrated expertise in targeting, field intelligence, commercial analytics, decision intelligence, Next Best Action, or customer analytics.
- Previous experience leading Directors and Associate Director
- Ability to translate commercial strategy into scalable analytical models, governance, and decision-support capabilities.
- Experience leading cross-functional, global, and matrixed organizations and influencing senior stakeholders.
- Working knowledge of AI-enabled analytics, automation, data products, privacy, compliance, and responsible AI

practices.

Desirable Requirements:

- Portfolio Management Experience preferred

Novartis Compensation Summary:

The salary for this position is expected to range between $225,400.00 and $418.600.00

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
Distant Employee - Distant Working Arrangement (DWA) (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-10090144

ED, Targeting & Field Intelligence

Apply to Job

Source URL: *https://jobapi.novartis.com/req-10090144-ed-targeting-field-intelligence*

List of links present in page

1. https://jobapi.novartis.com/req-10090144-ed-targeting-field-intelligence
2. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Distant-Employee---Distant-Working-Arrangement-DWA-USA/ED--Targeting---Field-Intelligence_REQ-10090144-2
3. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Distant-Employee---Distant-Working-Arrangement-DWA-USA/ED--Targeting---Field-Intelligence_REQ-10090144-2