NOVARTIS

Manager - Customer Relationship Platform (Salesforce) Operations

Job ID
REQ-10091104
Nov 02, 2026
LOC_IN

About the Role

Key Responsibilities:

1. Country CRM Usage & Business Representation

A. Represent country CRM usage by providing insights into how CRM is leveraged across Sales, Medical, and KAM teams, including key processes, workflows, and pain points.

B. Support in the articulation of country-specific business needs, priorities, and nuances to ensure accurate reflection in CRM design and rollout planning.

2. Business Requirements Validation & Alignment

A. Support in the validation of business priorities and requirements to ensure they reflect country realities while aligning with the global CRM product scope and design principles.

B. Support refinement of requirements by bridging gaps between local expectations and standardized global solutions.

3. Business SME Support & Decision Enablement

A. Support the primary business SME for CRM by clarifying functional queries, reviewing solution outputs, and providing contextual inputs during design and implementation discussions.

B. Support informed decision-making by highlighting trade-offs, risks, and impacts of proposed CRM solutions on country operations.

4. CRM Adoption & Change Enablement

A. Support CRM adoption in-country by reinforcing standard ways of working and promoting alignment with global processes and tools.

B. Support rollout readiness by collaborating with change and training teams to drive business engagement, user preparedness, and adoption success.

Essential Requirements:

- Considerable functional expertise in CRM platforms – either Veeva CRM or Salesforce Life Sciences Cloud
- Considerable understanding of pharma commercial operations, including Sales, Medical, and Key Account Management (KAM)
- Strong stakeholder management and influencing skills across business and global product teams
- Experience driving user adoption and change enablement initiatives
- Strong communication and facilitation skills for cross-functional discussions
- Awareness of regulatory and compliance considerations in CRM usage
- Ability to work in cross-functional, multi-geography environments

Desirable Requirements:

- Experience in CRM transformation or migration programs (Veeva or Salesforce highly preferred)
- Exposure to change management, training, or adoption programs
- Experience working in global rollout programs across multiple countries

Role Requirements

Division
DIV_IM
Business Unit
Marketing
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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