NOVARTIS

Senior Manager, Customer Analytics Excellence & Governance

Job ID
REQ-10092073
Nov 05, 2026
LOC_IN

About the Role

Senior Manager, Customer Analytics Excellence & Governance
Location – Hyderabad #LI Hybrid

Major Accountabilities

- The Senior Manager, AEG serves as the enterprise business owner for patient or customer intelligence frameworks, standards, and governance.
- This role is accountable for defining how analytics intelligence is structured, governed, standardized, and adopted across the organization.
- The role establishes common business definitions, decision frameworks, business rules, methodologies, and requirements that enable consistent, trusted, and reusable patient insights across brands, therapeutic areas, and enterprise decision processes.

Patient / Customer Intelligence Ownership

- This role will co-own the patient or customer intelligence strategy, standards, business rules, analytics intelligence frameworks, respective KPIs, governance processes, business requirements, and enterprise patient intelligence assets.
- The role is accountable for defining what patient / customer intelligence capabilities are needed, how they are governed, how success is measured, and how they support enterprise decision making.
- The SM, AEG will serve as business partner guiding capability intelligence requirements, prioritization, governance, adoption, and value realization.

Enterprise Analytics Excellence & Roadmap

- Help define and maintain the enterprise patient intelligence capability strategy and roadmap.
- Enable alignment of patient intelligence priorities with enterprise analytics, AI, data, and decision intelligence strategies.
- Identify capability gaps, modernization opportunities, and future-state patient intelligence needs.

Enterprise Patient Frameworks & Standards

- Help establish common patient definitions, business rules, KPIs, analytical methodologies, and decision frameworks.
- Help define and govern reusable patient intelligence assets that scale across brands and therapeutic areas.
- Standardized approaches for patient opportunity assessment, unmet need identification, care pathway analysis, and patient insights generation.

Enterprise Customer Frameworks & Standards

- Help establish common customer, account, HCP, HCO, payer, and network intelligence definitions, business rules, KPIs, analytical methodologies, and decision frameworks.
- Help define and govern enterprise customer hierarchies, account intelligence standards, affiliation methodologies, engagement intelligence principles, and customer information standards.
- Standardize customer intelligence approaches that support field orchestration, targeting, deployment, CRM, and commercial decision making.

Patient Intelligence Data Strategy & Stewardship

- Define business requirements for patient-related data assets, master data, reference data, business rules, and intelligence capabilities.
- Provide business support for patient intelligence data investigations, business-rule interpretation, KPI validation, and remediation prioritization.
- Serve as the business steward for patient intelligence definitions, standards, and requirements while SPT retains ownership of technical data strategy, architecture, data engineering, and master data management operations.
- Collaborate on data investigations, issue resolution, stakeholder communications, and remediation activities impacting patient intelligence capabilities.
- Support business validation, user acceptance testing, and successful adoption of patient-related data products and capabilities.

Customer Intelligence Data Strategy & Stewardship

- Help define business requirements for customer, account, HCP, HCO, payer, network, affiliation, reference, and master data assets required to support customer intelligence capabilities.
- Provide business support for customer data investigations, business-rule interpretation, KPI validation, stakeholder communications, and remediation prioritization.
- Serve as the business steward for customer intelligence definitions, standards, and requirements while SPT retains ownership of technical data strategy, architecture, data engineering, and MDM operations.
- Support business validation, user acceptance testing, and successful adoption of customer-related data products and capabilities.

Patient Intelligence Portfolio & Prioritization

- Partner with business stakeholders, SPT, Analytics Product, Medical, Market Access, Precision Health, and analytics teams to evaluate, prioritize, and sequence enhancement requests, data investments, and capability improvements.
- Establish governance processes for intake, prioritization, trade-off decisions, and value realization.
- Support to ensure patient intelligence investments align with enterprise priorities, strategic objectives, capacity constraints, and business value.
- Evaluate emerging business needs, data opportunities, and technology capabilities to inform future roadmap decisions.

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decisions.

- Serve as the business partner of the customer intelligence capability backlog, ensuring priorities, requirements, and delivery plans remain aligned to evolving business needs.
- Participate in agile planning, release governance, and roadmap reviews to ensure delivery teams are focused on the highest-value business outcomes.

Business-to-Product Translation

- Help translate priority business questions into analytics, data, AI, technology, and workflow requirements.
- Support traceability from business objectives through capability design, implementation, adoption, and value realization.
- Support integrated business and technology roadmap planning.
- Help translate prioritized business needs into well-defined epics, features, requirements, and capability enhancements suitable for agile delivery teams.

Governance, Adoption & Value Realization

- Establish governance processes, decision rights, ownership models, and review mechanisms for patient intelligence capabilities.
- Monitor adoption, utilization, conformance, and business value realization.
- Enable continuous improvement and maturity of enterprise patient intelligence capabilities.

Patient Opportunity & Precision Health Enablement

- Enable enterprise understanding of patient opportunity, unmet need, patient journeys, and care pathways.
- Support the evolution of compliant patient identification, patient finding, and precision health capabilities through clear business requirements, standards, and governance.
- Enable patient intelligence capabilities to effectively support future commercial and clinical decision making.

Data Stewardship, Issue Resolution & Business Communications

- Partner with the SPT Data Strategy, Data Engineering, and Analytics Product teams to identify, prioritize, resolve, and communicate patient data quality, availability, and business-rule issues.
- Support business assessment of data defects, impacts, root causes, and remediation priorities.
- Ensure timely stakeholder communication regarding material data issues, enhancements, releases, and capability changes.
- Coordinate business validation, user acceptance testing, and readiness activities for patient intelligence data assets and related capabilities.
- Monitor ongoing data health, quality trends, and adoption challenges, escalating risks and driving corrective actions as needed.

Minimum Requirements

Education: Bachelor’s degree required. Advanced degree in Business, Analytics, Data Science, Engineering, Life Sciences, Public Health, or a related field not mandatory but preferred.

- 8+ years of leadership experience in analytics, insights, decision intelligence, commercial strategy, capability management, or business transformation.

- Proven success translating enterprise strategy into integrated analytics or decision-intelligence capability roadmaps and measurable outcomes.
- Experience establishing governance, operating models, decision rights, portfolio practices, and value-realization frameworks.
- Experience leading analytics modernization, automation, AI adoption, process transformation, or operating-model change.
- Demonstrated ability to translate business priorities into integrated analytics, data, AI, product, and technology plans.
- Strong track record partnering with senior business and technology leaders in complex matrix organizations.
- Experience with commercial analytics, field effectiveness, CRM-enabled capabilities, customer engagement, or field-orchestration analytics.
- Experience leading and developing senior talent and globally distributed teams.

Essential Requirements

- Enterprise analytics and capability strategy execution
- Integrated business capability architecture
- Executive governance and decision-right design
- Enterprise portfolio and investment oversight
- Business-to-product translation
- Analytics modernization and operating-model transformation
- Field-orchestration analytics and decision-support capabilities
- Executive communication, influence, and conflict resolution
- Global operating-model leadership
- Responsible AI, data governance, privacy, and risk management
- Talent and succession leadership

Preferred Skill Sets

- Pharmaceutical, biotechnology, life sciences, or healthcare experience.
- Experience serving as executive business owner or sponsor for enterprise analytics, digital, AI, CRM, or customer-engagement capabilities.
- Experience with AI-enabled analytics, intelligent automation, decision intelligence, next-best-action, or field-orchestration analytics.
- Experience leading enterprise transformation and capability-adoption programs.

Success Measures

- Increased adoption and reuse of enterprise patient and customer intelligence frameworks, standards, and capabilities.
- Improved consistency, quality, and trustworthiness of patient, customer, account, HCP, HCO, payer, and network intelligence assets.
- Enhanced visibility into patient opportunity, unmet need, care pathways, and patient outcomes.

- Strong alignment between patient and customer intelligence priorities and SPT Data Strategy, MDM, CRM, and analytics product roadmaps.
- Reduced duplication of patient and customer analytics, business rules, definitions, and data assets.
- Delivery of scalable patient and customer intelligence capabilities that improve decision quality and business outcomes.
- Prioritized patient and customer intelligence roadmap delivered against strategic business objectives.
- Stakeholder satisfaction with intake, prioritization, governance, and delivery processes.

Location: Hyderabad NKC | Hybrid | 3 days a week in office is mandatory.

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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