NOVARTIS

Associate Director, IMO AI, and Business Excellence

Job ID
REQ-10082306
Nov 11, 2026
LOC_IN

About the Role

Associate Director, IMO AI, and Business Excellence

Location – Hyderabad #LI Hybrid

Major accountabilities:

- Translate business opportunities into practical technical solutions, including required capabilities, data/system dependencies, and build, buy, or configure options.
- Assess AI, automation, and agentic solution opportunities against real marketing processes to identify where they can drive sustainable efficiency.
- Own technical feasibility assessments for use cases, covering data readiness, integration needs, platform fit, effort, risks, and scalability.
- Define solution requirements, high-level design, and success criteria, ensuring solution intent is carried through to delivery.
- Partner with Engineering, Data, AI Governance, vendors, and delivery teams to shape, validate, and challenge technical proposals.
- Apply strong understanding of marketing technology and customer engagement ecosystems, including campaign, content, CRM, and data platforms.
- Identify process and technology efficiencies across marketing functions and convert them into a clear, deliverable roadmap.
- Track impact metrics, balance short-term improvements with long-term capability, and lead with Inspired, Unbossed, Curious, and Integrity values.

Key performance indicators:

- Quality and technical soundness of solution designs taken from opportunity definition through to build
- Acceleration of AI readiness, adoption, and measured effectiveness across IMO
- Identification of process and technology efficiencies across functions, and delivery against the roadmap
- Functional feedback on the credibility and usefulness of solution recommendations

Educational Background:

- Minimum: University degree, preferably in engineering, computer science, information systems, or a related technical field
- Desirable: MBA or equivalent professional qualification

Essential Requirements:

- At least 5-7 years of professional experience, with a substantial portion in technical solution design, marketing technology, or AI and data-enabled transformation
- Demonstrated ability to translate business problems into technology solutions, and to explain technical trade-offs to non-technical stakeholders
- Working fluency in marketing technology and customer engagement platforms (Salesforce Marketing Cloud and Data Cloud, Adobe Experience Cloud, Veeva, or equivalent)
- Practical familiarity with AI capability in a business setting: LLM-based workflows, agent design, human-in-the-loop

process design, and how to evaluate output quality
- Understanding of data architecture fundamentals including data models, identity, integration patterns, and data quality
- Managing without direct authority and managing in a matrix
- Demonstrated problem-solving skills and comfort with complexity
- Prior experience in top tier technology consulting firms highly preferred

Functional Skills:

- Strong stakeholder engagement and management
- Solution design and technical feasibility assessment
- AI and business process management techniques and tool
- Marketing technology, CRM, and customer data platform fluency
- Vendor and partner technical evaluation
- Problem solving and communicating to a senior audience
- Cross-functional collaboration and influencing without authority
- Excellent written and oral communication

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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