

# Director, Marketing & Digital Data Solution

Job ID  
REQ-10014828  
Oct 10, 2024  
India

## Summary

-Responsible for devising and implementing marketing functional solutions that drive a scale and tangible impact. Provide 'Thought Leadership' abilities and expertise in shaping Brands and / or New Product strategies for a franchise as well as direct line management of a Brand Insights team to deliver tactical and strategic analyses for the portfolio. Design, coordinate, support commercial business decisions identify potential marketplace opportunities. To support sustainable growth in the region as well as to leverage strong commercial execution capabilities, provide expertise on specific areas such as Commercial Excellence, Digital and Launches while helping to co-ordinate and leverage the execution of commercial plans and growth initiatives across the region.

## About the Role

**Position Title :** Director, Marketing & Digital Data Solution

**Location – Hyd |India| #LI Hybrid**

## About the role

**Strong understanding of pharmaceutical data lifecycle (generation through end use) and data sets such as PLANTRAK, XPONENT, APLD, SYMPHONY, Digital Engagement , 3rd party data.**

## Key Responsibilities:

- Support in development of the strategic data solutions and capabilities (e.g. analytical data marts, metric libraries, viz/content delivery tools)
- Conduct meetings and presentations with Stakeholders across the organization and partner with them to build great solutions that drive strategic value in an efficient manner.
- Translate the business needs into actionable analytics focused data solutions/features/initiatives using technology platforms like Data IKU, Snowflake, Alteryx, R, Qlik, SQL engines and Python to provide solutions and/or recommendations.
- Hands-on development to build data solutions/rapid prototypes/POCs and Dashboards.
- Translate business requirements into design, data and specifications managing team, IT, business services and related vendors who are responsible for the development and deployment of the reports.
- Manage process for ad-hoc analytics and content delivery and streamline fragmented efforts.
- Drive governance around building data as a service on modern data/analytics/BI solutions
- Maintain understanding of the type of analytical solutions and insights that different business functions benefit from
- Collaborate with IT teams for infrastructure and platform needs. Creation of documentation, including

Business Requirements, Design documents, etc.

### **Essential Requirements:**

- BS in Biology, Mathematics, Statistics, Computer Science, Engineering, Analytics, Business, or other technical degree. MS or MBA preferred.
- Experience in building large data warehouses/ data marts. Should be proficient in relational and dimensional modeling. Experience in Snowflake is a plus.
- 15+ years' experience in successfully data/analytics/BI initiatives in industry/consulting setup
- Advanced knowledge and hands-on development experience on tools, dashboards, and software like Snowflake, DataIKU, Data Bricks, Qlik, Alteryx, R, SAS and Python. Consulting experience a plus

### **Why Novartis**

**Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us!**

**Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>**

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**<https://talentnetwork.novartis.com/network>.**

### **Commitment to Diversity & Inclusion:**

***We are committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.***

**Why Novartis:** Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other. Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together?  
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Division  
Operations  
Business Unit  
CTS

Location  
India  
Site  
Hyderabad (Office)  
Company / Legal Entity  
IN10 (FCRS = IN010) Novartis Healthcare Private Limited  
Functional Area  
Marketing  
Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
No  
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Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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