

# Customer Engagement & Innovation Manager

Job ID  
REQ-10038165  
Feb 10, 2025  
Polonia

## Resumen

As a Customer Engagement & Innovation Manager at Novartis, you will play a crucial role in transforming our customer engagement strategies. Leveraging our omnichannel model, you aim to deliver unparalleled customer experiences, secure a competitive advantage, and help achieve our business objectives in Poland. Your mission includes implementing innovative solutions to address key pain points in the customer journey (patients, HCPs, HCS) and ensuring a smoother, expedited path to treatment for priority brands. You will also manage the data lifecycle, utilizing statistical methods and machine learning to derive actionable insights and automate processes. If managing a team, you will provide guidance and support to foster a motivated and efficient team.

We seek determined and innovative individuals ready to revolutionize customer engagement and improve patient outcomes. Join us in making a significant impact on healthcare.

## About the Role

Localization: Warsaw  
Type of work: Hybrid

### General Responsibilities:

- Observe and adhere to good practices, corporate policies, and local laws in all areas of responsibility
- Maintain confidentiality requirements
- Collect and report adverse events in line with Novartis standards
- Continuously improve and share knowledge internally

### Role-Specific Responsibilities:

- Develop data-driven customer engagement strategies and plans across multiple channels in close collaboration with TAs, BE&E & Customer Activation Managers
- Oversee deployment of customer engagement plans, consolidating insights and learnings to shape future strategies to enhance customer experience and satisfaction
- Champion digital transformation initiatives related to customer engagement
- Lead the effective localization of our global digital platforms and assets
- Serve as a thought leader and advisor, identifying new trends, participating in industry forums, and evaluating competitive offerings to enhance customer engagement and satisfaction
- Build the omnichannel capability of the Poland organization
- Support the Digital & Innovation Head in defining and deploying a framework for driving innovation within the organization

- Build strategic partnerships with various ecosystem stakeholders (e.g., technology vendors, startups, incubators, accelerators, innovation networks, public institutions), enhancing collaborations and innovation output to develop patient-centric solutions
- Collaborate with internal teams to evaluate problems from multiple angles and uncover customer needs to create innovative solutions
- Manage the portfolio of innovative solutions end-to-end, including search, identification, adaptation, overseeing pilots/PoC testing, and scaling up solutions
- Measure the performance of innovations, optimizing to drive impact at scale
- Share best practices cross-functionally and beyond to attract talent and investment

#### **Key Performance Indicators:**

- Develop and execute successful customer engagement strategies
- Measure and optimize the performance of digital transformations
- Establish and maintain strategic partnerships
- Drive innovation aligned with Novartis digital initiatives

#### **Ideal Background:**

#### **Education & Language Skills:**

- University degree in marketing, communications, economics, business, or related medical fields
- Proficiency in Polish and English (oral and written) is essential

#### **Experience:**

- Experience in planning and deploying digital marketing/omnichannel campaigns
- Prior experience in customer-facing roles is advantageous
- Relevant experience implementing digital health innovations in hospitals is highly valuable

#### **Skills & Competencies:**

- Strong analytical skills and the ability to deliver high-quality work under pressure
- Robust project management skills
- Ability to navigate and manage ambiguity and uncertainty
- Strong cross-functional collaboration and decision-making skills
- Strategic mindset with the ability to translate vision into tangible strategy
- Excellent communication, interpersonal influencing, and prioritization skills with strong attention to detail
- High motivation with a proactive approach to finding creative solutions
- Capability to build effective relationships with a diverse range of stakeholders
- Entrepreneurial spirit with the ability to lead without authority and drive change effectively
- Digital health enthusiast with innovative thinking and actions

#### **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? :

<https://www.novartis.com/about/strategy/people-and-culture> Benefits and rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally:

<https://www.novartis.com/careers/benefits-rewards>

## **Commitment to Diversity and Inclusion:**

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

## **Join our Novartis Network:**

Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: <https://talentnetwork.novartis.com/network>

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División

International

Business Unit

Universal Hierarchy Node

Ubicación

Polonia

Sitio

Warsaw

Company / Legal Entity

PL03 (FCRS = PL003) Novartis Poland Sp. z o.o.

Functional Area

Data and Digital

Job Type

Full time

Employment Type

Temporary (Fixed Term)

Shift Work

No

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