

Senior Manager - Market Platform Operations

Job ID

REQ-10073059

Mar 03, 2026

LOC_IN

About the Role

Responsibilities

- Can be responsible for one region or few country markets within a region overseeing delivery of Marketing Platform solutions.
- Partner with sales, brand, and digital leaders to identify key commercial pain points and provide strategic input to shape product and campaign strategies.
- Leverage digital capabilities and existing systems to drive meaningful business outcomes in Pharma Sales and Marketing, optimizing infrastructure use and influencing platform evolution
- Understand the full commercial tech ecosystem including CRM, consent, and engagement systems to support seamless data flow and enable relevant use cases.
- Responsible for operating MarTech products in the markets based on global roadmap and maximize adoption through strong processes and governance of product operations.
- Hands on implementation and governance of key Sales & Marketing processes for country & regional implementation: Call Planning, Sample Management, Data Management, User Management, Content Upload and Tagging, Content Production and defining best practices across Marketing Platform Pillars: Content, Web, Marketing Automation and Customer Relationship Platforms.
- Sets-up an outside in perspective for Marketing Platforms, enabling us to execute end to end digital marketing best practices across channels.
- Automate Marketing Platforms processes with workflows, process-driven approvals, and data. Address data integration & data quality challenges across platforms and provide solutions.
- Continue adopting, testing, and providing two-way feedback between global & countries for the new features development on MarTech platforms
- Implements and communicates a consistent platform operations management methodology for new capabilities and features to maximize adoption, user satisfaction and business value
- Builds, oversees / maintains a training and resource model for using product and its capabilities and features.
- Measures product usage, adoption and customer satisfaction KPIs.
- Co-develops and implements IT and Business Operating Model.
- Ensure that the case for change is articulated to Product Owner to drive new capability in the product roadmap.
- Collecting ideas / feedback and prioritizing the operations of new product opportunities. Establish regular sharing of product plans and research results
- Participate in shaping the vision, product strategies and metrics based on customer insights gleaned from the work for a group of Countries/ Region
- Can Lead a team of associates that are hands-on responsible for country operations

Leadership & Soft Skills

- Strategic and systems thinker with a solid grasp of data-driven marketing transformation.
- Strong stakeholder management skills, with ability to influence in a highly matrixed global organization.
- People management, talent management skills.
- Exceptional communication and storytelling skills, especially in translating data and architecture concepts into business value.
- Ownership-mindset with a passion for building scalable, sustainable marketing data solutions.

- Experience working in global pharma or regulated environments preferred.

Role Requirements

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: Learn about all the ways we'll help you thrive personally and professionally.

[Read our handbook \(PDF 30 MB\)](#)

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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