

Director, Future Field Engagement Strategy – Metrics & Incentives

Job ID

REQ-10073458

Mar 13, 2026

LOC_US

About the Role

Key Responsibilities:

- Architect and lead future-ready measurement frameworks that define how Customer Engagement and Go-to-Market success are assessed across the enterprise.
- Translate complex, aggregated performance signals (e.g., claims, prescribing, payer, CRM insights) into clear, strategic measurement constructs.
- Shape balanced scorecards that intentionally measure both outcomes and critical enterprise behaviors, bringing an outside-in perspective in close partnership with Insights and Decision Science (IDS).
- Serve as a strategic advisor to senior leadership by delivering forward-looking insights on performance trends, risks, and opportunities, alongside Insights and Decision Science.
- Reimagine incentive compensation strategies to align with evolving field roles, customer archetypes, and modern engagement models.
- Steward incentive frameworks in partnership with Incentive Compensation teams to ensure they are equitable, transparent, and meaningfully motivating.
- Continuously evolve metrics and incentives to reflect market dynamics, transformation priorities, and real-world field feedback, in collaboration with Insights and Decision Science.
- Partner across Insights and Decision Science, Finance, Field Leadership, and field enablement teams to ensure performance frameworks remain grounded, agile, and operationally impactful.

Essential Requirements:

- Bachelor's degree required from 4-year college or university.
- 8+ years' experience in incentive design, performance management, or field operations strategy, within pharmaceutical, biotech, healthcare, or similarly structured industries with large, geographically dispersed teams. We also welcome candidates from other complex environments such as medical devices, diagnostics, life sciences services, insurance, consumer health, or B2B sectors.
- Deep expertise in incentive compensation strategy, customer engagement metrics, and the levers that drive field performance and motivation.
- Proven ability to design and scale innovative, data-driven models that connect enterprise insights with real-world field execution.
- Strong fluency in healthcare systems, including payer and provider dynamics, enterprise account management, and evolving technology trends.
- Demonstrated success influencing senior leaders and aligning cross-functional stakeholders within complex, matrixed organizations.
- Exceptional analytical and strategic thinking capabilities, with the ability to synthesize complex data into clear insights, narratives, and action plans.
- Trusted collaborator and communicator, skilled at building relationships, facilitating alignment, and driving outcomes across functions, geographies, and field teams.

Desirable Requirements:

- Experience working with enterprise incentive compensation platforms and advanced analytics tools, including applying

these capabilities to go-to-market transformation, evolving engagement models, and new role architectures.

- Background in consulting or high-growth environments, with demonstrated success building scalable measurement and incentive constructs across global or multi-market teams while maintaining fairness, comparability, and strategic coherence.

Novartis Compensation Summary:

The salary for this position is expected to range between \$185,500 and \$344,500 per year.

The final salary offered is determined based on factors like, but not limited to, relevant skills and experience, and upon joining Novartis will be reviewed periodically. Novartis may change the published salary range based on company and market factors.

Your compensation will include a performance-based cash incentive and, depending on the level of the role, eligibility to be considered for annual equity awards.

US-based eligible employees will receive a comprehensive benefits package that includes health, life and disability benefits, a 401(k) with company contribution and match, and a variety of other benefits. In addition, employees are eligible for a generous time off package including vacation, personal days, holidays and other leaves.

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_IU

Business Unit

General Management

Location

LOC_US

Site

Remote Position (USA)

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Alternative Location 1

LOC_US

Functional Area

FCT_SA

Job Type

Full time

Employment Type

Regular

Shift Work

No

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