

Director, Future Field Engagement Strategy – Engagement Methodology

Job ID

REQ-10073451

Mar 13, 2026

LOC_US

About the Role

Key Responsibilities:

- Architect and lead the development of next-generation customer engagement methodology that evolves how the field connects with customers.
- Draw on leading customer engagement practices across industries to inform best-in-class customer journey orchestration and cross-functional collaboration.
- Define and continuously optimize customer planning processes, including account planning, integrated engagement planning, and portfolio-level coordination.
- Design scalable, adaptable engagement frameworks that reflect account tiering, therapeutic area needs, and local market dynamics.
- Establish clear, practical frameworks for multi-channel and cross-functional engagement across field teams, headquarters, and commercial partners.
- Partner closely with Insights & Analytics to ensure engagement models are grounded in customer, market, and performance insights.
- In collaboration with Insights and Decision Science (IDS), define measurement approaches that assess engagement effectiveness and enable ongoing refinement through data-driven learning.
- Lead the evolution of field deployment strategies, ensuring roles and resources are aligned to customer needs and strategic priorities.
- Create agile feedback loops with field teams and stakeholders to continuously improve engagement frameworks based on real-world experience.
- Serve as a trusted strategic advisor to senior leadership, shaping the future vision for customer engagement, field effectiveness, and innovation at Novartis.

Essential Requirements:

- Bachelor's degree required from 4-year college or university.
- 8+ years' experience in pharmaceutical, biotech, healthcare, or similarly structured industries with large, geographically dispersed teams; including demonstrated leadership in shaping strategy, guiding teams, and driving enterprise-level impact. We also welcome candidates from other complex environments such as medical devices, diagnostics, life sciences services, insurance, consumer health, technology, or B2B sectors.
- Demonstrated expertise in shaping field force deployment, account management, and customer engagement strategies, including designing and scaling engagement models across complex, matrixed organizations.
- Strategic thinker with a strong track record of turning vision into actionable plans and measurable outcomes, paired with experience navigating complex healthcare systems, payer and provider dynamics, and enterprise-level account management.
- Shown success designing and bringing to life data-driven engagement frameworks that connect customer insights, healthcare data, and real-world field execution.
- Proven ability to influence, align, and collaborate across diverse cross-functional partners – including commercial, analytics, medical, market access, and marketing – within a matrixed environment.
- High level of data fluency and analytical capability, with the ability to synthesize complex information into clear, actionable recommendations for varied audiences.
- Strong project leadership and change-management capabilities, with a history of driving innovation, continuous

improvement, and agile ways of working.

Desirable Requirements:

- Experience within a healthcare consulting, startup, or fast-moving commercial environment, bringing an external perspective on strategy, innovation, and transformation.
- Background in sales, sales support, or marketing roles, with familiarity across digital engagement platforms, CRM systems, and emerging technologies that enable modern customer engagement.

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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