

# Director, Future Field Engagement Strategy – Customer Archetypes

Job ID

REQ-10073450

Mar 13, 2026

LOC\_US

## About the Role

### Key Responsibilities:

- Design and bring to life future-forward customer archetype frameworks that reflect the full complexity and evolving dynamics of the U.S. healthcare ecosystem – including systems, networks, providers, payers, and key influencers.
- Shape enterprise targeting and tiering strategies that guide field deployment, engagement planning, and thoughtful resource allocation across portfolios and therapeutic areas.
- Continuously evolve customer segmentation approaches to stay ahead of market shifts, competitive dynamics, and emerging customer needs, in close partnership with Insights and Decision Science (IDS).
- Develop and apply advanced customer assessment methodologies that balance quantitative data with qualitative insight to understand customer maturity, strategic value, and engagement potential.
- Partner across data, insights, and commercial teams to translate healthcare data and engagement signals into actionable, enterprise-wide archetype models.
- Deliver bold, transformative recommendations that redefine how Novartis organizes around and engages customers – moving beyond incremental segmentation to enterprise-level frameworks.
- Ensure all customer frameworks align seamlessly with enterprise, brand, and commercial priorities, enabling precision engagement and meaningful competitive differentiation.
- Serve as the principal architect and champion of customer archotyping, driving alignment across launch, field, and commercial strategies.
- Lead with integrity and accountability by ensuring all work adheres to NPC policies, the Code of Conduct, and applicable laws and regulations.

### Essential Requirements:

- Bachelor's degree required from 4-year college or university.
- 8+ years' experience in customer segmentation, targeting, or go-to-market 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 working with aggregated healthcare data (e.g., claims, prescribing, payer, syndicated datasets) and translating insights into meaningful commercial strategy.
- Strong understanding of the U.S. healthcare landscape, including delivery models, access dynamics, and evolving customer archetypes.
- Proven ability to turn complex data and analytics into clear, actionable recommendations within large, matrixed organizations.
- Experience designing or applying analytics-driven segmentation and data-informed strategy to shape go-to-market decisions.
- Strong collaboration and influencing skills, with a track record of partnering across analytics, strategy, field, and marketing teams.
- Exceptional strategic thinking, problem-solving, and storytelling abilities to help envision and shape future-ready engagement models.

### Desirable Requirements:

- Strategic and analytical thinker with the ability to connect data, insight, and ambition to shape customer-centric engagement models.
- Trusted collaborator who thrives in ambiguity, brings clarity across functions, and is energized by precision engagement and meaningful customer transformation.

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

[Apply to Job](#)

Job ID

REQ-10073450

**Director, Future Field Engagement Strategy – Customer Archetypes**

**Source URL:** <https://prod1.jobapi.novartis.com.cn/req-10073450-director-future-field-engagement-strategy-customer-archetypes>

**List of links present in page**

1. <https://prod1.jobapi.novartis.com.cn/req-10073450-director-future-field-engagement-strategy-customer-archetypes>
2. <https://www.novartis.com/about/strategy/people-and-culture>
3. [https://www.novartis.com/sites/novartis\\_com/files/novartis-life-handbook.pdf](https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf)
4. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Remote-Position-USA/Director--Future-Field-Engagement-Strategy---Customer-Archetypes\\_REQ-10073450-1](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Remote-Position-USA/Director--Future-Field-Engagement-Strategy---Customer-Archetypes_REQ-10073450-1)
5. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Remote-Position-USA/Director--Future-Field-Engagement-Strategy---Customer-Archetypes\\_REQ-10073450-1](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Remote-Position-USA/Director--Future-Field-Engagement-Strategy---Customer-Archetypes_REQ-10073450-1)