

# ED, CRM Product Owner, Data & AI

Job ID

REQ-10069505

Mar 17, 2026

LOC\_US

## About the Role

Key Responsibilities:

- Drive CRM Data & AI Integration: Champion the adoption of advanced data analytics and AI technologies to optimize CRM processes, elevate customer engagement, and deliver actionable insights across the organization.
- Own CRM Data & AI Product Vision, Roadmap, and Delivery: Develop a deep understanding of the current product, business, industry, and technical landscapes. Define, communicate, and execute the vision and strategy for Data & AI capabilities within CRM, ensuring every initiative is aligned with business goals and stakeholder needs.
- Gather CRM Data & AI Requirements: Gather and interpret business needs, translating them into system and process improvements powered by Data & AI.
- Deliver Product Management Excellence: Establish and uphold high standards for product management delivery by driving disciplined execution, ensuring predictable and high-quality product releases, and continuously improving delivery processes to achieve business outcomes and stakeholder satisfaction.
- Transform Business Processes: Analyze current business processes and gaps, then design, implement, and scale improvements using data-driven and AI-enabled solutions to drive operational excellence.
- Lead Cross-Functional Collaboration: Facilitate collaboration between senior business leaders and working teams, actively securing input, feedback, and alignment on Data & AI initiatives to accelerate transformation.
- Ensure Governance & Compliance: Establish and enforce governance frameworks that guarantee all Data & AI initiatives meet regulatory, privacy, and compliance requirements.
- Build and Develop High-Performing Teams: Recruit, mentor, and lead groups of Product Owners, managing dependencies between backlogs and fostering a culture of innovation and continuous improvement.
- Translate Business Needs into Solutions: Gather, interpret, and prioritize business requirements, converting them into system and process enhancements powered by Data & AI.
- Drive Change Enablement: Proactively align stakeholders, identify risks, and remove barriers to ensure successful adoption and sustained progress of Data & AI initiatives.
- Evangelize CRM Strategy: Promote the CRM strategy and communicate impact across the organization through stakeholder meetings, leadership forums, and targeted communications.
- Optimize CRM Investment: Prioritize and implement best practices (e.g., clicks vs. code, agentic vs. manual, UX optimization), and conduct build vs. buy analyses to maximize the value of CRM investments.
- Maintain a deep understanding of the Life Sciences CRM Data and AI landscape including Salesforce and Veeva, as well as best practices across different industries.

Novartis seeks an accomplished product management leader with experience and demonstrated success transforming CRM, and Data & AI programs within commercial operations. Strong management, partnership, and intellectual maturity are needed. A comprehensive understanding of best practices in CRM Data and AI applications for pharmaceutical sales and marketing, and the dynamics of the global healthcare environment is crucial.

Essential Requirements:

Education: Bachelor's degree in related field is required; Master of Science and/or MBA preferred

- Proven success in leading product management for large-scale CRM transformation, including accountability for delivery, change management, UX, Governance, communication strategy, and risk and compliance mitigation
- Minimum 10+ years of experience in product management, technology strategy, innovation, or leadership roles, preferably in the pharmaceutical, healthcare, or CRM sectors

- Deep understanding of the CRM landscape (Sales, Marketing and Service), including Salesforce (Agentforce, Marketing Cloud, Health Cloud, Data Cloud, Core platform), Veeva, and the major and evolving players in the ecosystem.
- Deep expertise in CRM, AI, and Data platforms and architectures (e.g., Salesforce, Salesforce Data Cloud, Veeva, OpenAI, Snowflake, or similar data lake technologies).
- Advanced experience designing, implementing, and integrating AI technologies—including generative AI, machine learning models, and agentic solutions—into CRM ecosystems to drive business value and customer-centric outcomes.
- Deep understanding of integration and related security technologies and patterns, as well as the tradeoffs of each.
- Deep understanding of the pharmaceutical industry, including regulatory requirements, market dynamics, and emerging AI technologies
- Experience managing and being accountable for the operations of large product management teams, including backlog health and prioritization, agile practices and ceremonies, and driving strategic innovation
- Excellent leadership skills with the ability to build and lead high-performing teams
- People management experience within CRM, AI, technology, or data-driven environments required
- Must possess an ability to foster cross-functional alignment of key stakeholders to create a disciplined, ambitious, and collaborative, global, commercial CRM strategy
- Strong analytical and problem-solving skills, with the ability to interpret complex data and make informed decisions
- Ability to adapt strategies and approaches in a rapidly evolving technological landscape

The salary for this position is expected to range between \$236,600.00 and \$439,400.00 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

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

FCT\_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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