

# Executive Director, Analytics, AIDE Insights & Decisions

Job ID

REQ-10059478

Mar 23, 2026

LOC\_IN

## About the Role

Novartis Pharma

Country: US (role based in HYD)

### ROLE PROFILE

General (organization chart to be attached)

Job Title:

Job Grade:

Department:

Reports to (Job Title):

Executive Director, Analytics, Insights & Decisions Enablement and US NOCC Lead

Level 7 (GJFA 2)

Insights & Decision Science

Head, Enterprise and Pipeline Insights & Analytics (Level 8)

### Job Purpose

As the leader of Analytics, Insights & Decisions Enablement Hyderabad, this role is pivotal in driving the collection, analysis, and synthesis of insights related to patients, payers, providers, field, and market dynamics. The leader ensures that these insights are actionable and timely, informing strategic decisions.

The role involves utilizing diverse research methods to provide a comprehensive market view and establishing Centres of Excellence (CoEs) for scalable insights and methodologies. Collaboration with US and India-based teams is essential to integrate insights into decision-making processes and ensure alignment with corporate goals.

### Major Accountabilities

- Leadership of Insights and Analytics Delivery Functions:

Lead and manage teams responsible for gathering, analysing, and synthesizing insights related to patients, payers, providers, field and market dynamics. Ensure that these insights are actionable, timely, and inform strategic decisions to enable functional leads

- CoE Development and Implementation:

Establish and lead Centres of Excellence (CoEs) to ensure delivery of cutting-edge insights and methodologies that are

scalable across the organization. As the leader of delivery, ensure collaboration with functional leaders to translate requirements and establish CoEs that meet these needs sustainably.

**Patient Insights (Patient/Caregiver Segmentation):** Lead efforts to identify potential patients through data-driven patient finding initiatives. Oversee insights into patient behaviour, treatment preferences, and caregiver needs. **Provider Insights (Medical, HCP Office, Segmentation):** Drive the collection and analysis of insights from healthcare professionals, including their treatment decisions, office dynamics, and their influence on prescribing behaviour. Develop robust segmentation models for HCPs to target marketing and engagement strategies more effectively. **Behavioural Insights (Social Media Listening, Behavioural Insights, Journey Mapping):** Leverage social media listening tools to capture real-time feedback from patients, caregivers, and HCPs. Analyse behavioural insights to understand decision-making processes and the customer journey. Map out the interactions of key stakeholders with brands to optimize touchpoints. **Market Research:** Lead comprehensive market research efforts, using both primary and secondary data to understand industry trends, competitive movements, and opportunities for growth. **Payer / Channel Insights and Analytics:** Drive the analysis of payer / channel data, identify trends, and generate actionable insights. Focus on understanding payer behaviour, reimbursement patterns, and market access challenges to optimize pricing strategies, market access, and cross-functional pull-through. **Patient Services Insights and Analytics:** Optimize patient services program design using data to understand impact of payer tactics, patient affordability, copay accumulators/maximisers, AFPs, other third-party disruptors etc. Leverage patient and channel journey analytics to help inform patient outcomes and identify channel efficiencies. **Medical Affairs Insights and Analytics:** Help close clinical care gaps and optimize clinical trial recruitment through robust insights and analytics driven decision making. **AI Innovation:** Spearhead the adoption and integration of artificial intelligence across various functions. Explore cutting-edge AI technologies, develop innovative solutions, and implement AI-driven processes to enhance decision-making, automate routine tasks, and improve overall efficiency. **Field Insights:** Gather and analyse data from field operations to provide valuable insights into key outcomes, customer interactions, and market dynamics. Support all field teams (sales, patient services, medical affairs, etc) with data-driven strategies, optimize resource allocation, and enhance customer engagement. **Market Insights & Resource Optimization:** Centralize and analyse data from internal & external perspectives to support strategic decision-making. Provide comprehensive insights to guide US investment choices based on business performance, market trends, and competitive intelligence. **Data Science & Analytics Engineering (Patient Finding, Precision Medicine):** Develop best in class data science methodologies that will seamlessly be integrated into future AI agentic workflows. Additionally deliver precision medicine site of care algorithms that leverage real-world data to deliver personalized treatment insights.

- **Cross-Functional Collaboration:** Partner with US and India based teams to integrate insights into decision-making processes and ensure alignment with corporate goals. Act as a strategic advisor within cross-functional teams, providing insight-driven recommendations that directly impact the business.
- **Governance and Process Efficiency:** Create governance frameworks that ensure insights generation is rigorous, accurate, and aligned with strategic business objectives. Lead continuous improvement initiatives to enhance the speed, quality, and application of insights.

## Talent Management

Develop and implement processes for identifying, attracting, and retaining top talent within the offshore team. This includes creating frameworks for the hiring process, onboarding, and fostering a positive work environment that encourages growth and development. The actual hiring and onboarding will be executed by the respective functions in collaboration with P&O.

## Retention Strategies

Design and oversee retention strategies to ensure high employee satisfaction and low turnover rates. This involves establishing governance mechanisms for regular check-ins with team members, addressing any concerns, and promoting a culture of recognition and appreciation. The execution of these strategies will be carried out by the respective functions and employee engagement teams.

## Competency Framework

Create and manage competency frameworks for the continuous development of team members' skills and competencies. The training and development activities will be implemented by the respective teams.

## Operational Excellence (OPEX) Processes

Establish and maintain OPEX processes such as utilization tracking and fungibility. This involves setting up governance mechanisms to monitor and optimize resource allocation, ensuring efficient use of team members' time, and maintaining high levels of productivity. The respective operational teams will handle the actual monitoring and optimization.

#### Performance Management

Develop and implement processes for regular performance reviews, providing constructive feedback, and setting clear goals and expectations for the team. This helps in identifying areas for improvement and recognizing outstanding performance. The execution of performance reviews and feedback sessions will be managed by the respective team leads and managers.

#### Key Performance Indicators (Indicate how performance for this role will be measured)

- Quality of Insights & Analytics to drive better decisions in the US business
- Effective transition to new AI / agentic ways of working
- Execution excellence
- Collaboration between HYD and US IDS teams
- NOCC IDS Employee retention and engagement
- Accuracy of reporting – performance data, budgets, financial reporting
- Quarterly feedback indicates that efforts are aligned to the business priorities and provide relevant, actionable information.
- Scheduled meetings with cross-functional and partner relationships are held regularly to maintain effective communication, alignment and clarity.
- Solutions are delivered within agreed timeframes and value-based use cases are balanced between precision and speed to enable strategic agility.
- Early detection of customer trends and business/market opportunities is identified proactively.

#### Job Dimensions (Indicate key facts and figures)

Number of associates:

~300-350 Associates

Financial responsibility:

(Budget, Cost, Sales, etc.)

Financial Authority: TBD

~\$TBD

Impact on the organization:

Significant – will lead all structured services for insights and analytics for IDS from HYD and represent US as the NOCC Lead

Ideal Background (State the preferred education and experience level)

Education (minimum/desirable):

Advanced degrees from a reputed institution is required.

Languages:

Fluent English, other languages desirable

Experience:

Additional qualifications are as follows:

- Around 20 years of relevant experience in pharma marketing, market research, insights, or healthcare, with proven success in leading large, cross-functional teams.

- Demonstrated expertise in setting up and managing Centers of Excellence in global organizations.
- Extensive experience in primary/secondary research, competitive intelligence, and syndicated reports in the pharma/healthcare sector.
- Advanced understanding of data science methodologies for generating actionable insights from diverse sources, including primary research, secondary data, competitive intelligence, and behavioral analytics.
- Exceptional leadership, communication, and stakeholder management skills, with a proven ability to influence senior leadership and cross-functional teams.
- Strong analytical and strategic thinking skills, with experience applying insights to marketing strategies in a pharma context.
- Fluent in English.
- Strategic Vision: Ability to lead with a long-term perspective, ensuring that insights and analytics functions drive forward-looking business strategies.
- Cross-Functional Leadership: Strong collaboration skills, with experience leading multidisciplinary teams in complex, matrixed organizations.
- Executional Excellence: Results-driven leader capable of delivering high-impact insights in fast-paced, dynamic environments.
- Experience managing large teams, especially in offshore settings.

#### Leadership Competencies

- Vision & Purpose (strategy to story):
  - Creates a culture that values stories to create strong emotional bonds and personal connections with ideas.
  - Sustains organizational wide energy and optimism toward the future.
- Business mindset:
  - Shapes the culture to ensure business understanding and full usage of best business practices.
- Applied business insights:
  - Promotes a culture of deep thinking and drives integration of gained insights into strategy. It is seen as a source of thought leading insights and innovation.
  - Contributes credible insights to strategic reviews and analysis. Apply whole market perspective to enable deep customer understanding.
- Organizational savvy:
  - Navigates successfully within internal and external politics. Negotiates skillfully during tough situations within that environment.
  - Gains support from key senior stakeholders internally and externally using compelling business cases. Communicate effectively to a variety of audiences on multiple levels.
- Stakeholder engagement:
  - Establishes strong relationships with the most important stakeholders across a wide range of complex and high value situations
- Digital and technology savvy:
  - Acts as role model and champions a culture that encourages use and experimentation of the latest technologies and rewards best practices
- Operational excellence:
  - Monitors the use of processes and benchmarks performance against internal and external best practice. Ensures adoption of best practices.
- Continuous learning:
  - Ensures the organization can systematically gather and apply lessons learned.
  - Promotes a culture that values learning, sharing of lessons and development of expertise.
- Managing change:
  - Embraces change, able to make decisions and act without a clear road map
  - Initiates change in response to cues in the external environment.
- Being resilient:
  - Shows persistence in the face of adversity or obstacles, encouraging others to do the same.
  - Displays stability and resilience in the face of crisis, enabling the organization to remain focused and productive.

## 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\_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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