

Director, Platform Enablement (4 Positions)

Job ID

REQ-10074371

Mar 24, 2026

LOC_US

About the Role

Major Accountabilities:

Enablement Strategy & Delivery

- Develop and execute a comprehensive enablement strategy for users, aligned with CRM transformation goals and function-specific objectives
- Design and deliver role-specific training programs, job aids, and enablement resources tailored to different user personas, including, for example, field sales and customer engagement workflows
- Align enablement strategy with commercial performance goals such as targeting effectiveness, call execution quality, and customer engagement metrics
- Design and implement train-the-trainer sessions to build internal expertise and scale enablement efforts. Empower selected field leaders and subject matter experts to deliver training, coach peers, and reinforce CRM adoption across teams.
- Partner with Medical, Sales and Commercial leadership and enablement teams to understand user needs, pain points, and adoption barriers specific to customer-facing interactions
- Drive AI and on-platform strategies to deliver best-in-class enablement outcomes. This includes leveraging advanced analytics, automation, and platform-native capabilities to enhance training, support, and adoption, ensuring field teams benefit from innovative, data-driven enablement solutions.

Adoption & User Experience

- Own and drive adoption KPIs, establishing metrics that reflect sustained CRM engagement and commercial impact
- Drive sustained adoption of CRM capabilities through proactive engagement, coaching, and field support
- Conduct field engagement activities (e.g., ride-alongs, field feedback sessions) to create practical, field-ready enablement and understand real-world challenges
- Monitor adoption metrics and user feedback to identify gaps and continuously improve enablement approaches
- Collaborate with CRM product teams to advocate for field user needs and influence platform enhancements

Cross-Functional Collaboration

- Partner with Communications to ensure users receive timely, relevant messaging about CRM updates and initiatives
- Collaborate with other Platform Enablement leads to share best practices and ensure consistency across enablement programs
- Coordinate with IT, training, and commercial operations teams to synchronize enablement activities with system rollouts and sales cycles
- Engage in matrix leadership across a diverse portfolio of stakeholders without direct authority

Governance & Reporting

- Establish enablement governance standards for to ensure quality, consistency, and field impact
- Track and report on vertical adoption KPIs, training completion, user satisfaction, and field-driven commercial metrics for function-specific audiences
- Present enablement progress and insights to executive leadership and Commercial stakeholders
- Partner with the ED to drive sustained adoption of CRM capabilities

Novartis seeks an accomplished enablement and change management leader with demonstrated success driving technology adoption within commercial functions. Strong understanding of commercial operations, field dynamics, and the ability to translate complex capabilities into field-ready experiences are essential.

Essential Requirements:

- Bachelor's degree required; Master's degree, MBA, or commercial/sales operations background preferred
- 7+ years in enablement, training, consulting, change management, or related roles, preferably supporting Sales, Medical, Customer/Patient Engagement, or field force functions
- Demonstrated success driving adoption of CRM or enterprise technology solutions within commercial or sales teams
- Proven ability to coach and influence leadership and field teams on technology adoption and best practices
- Strong understanding of pharmaceutical workflows, customer/patient engagement practices, and field operations
- Experience working closely with field teams to understand practical, real-world enablement needs and create field-ready solutions
- Experience designing and delivering role-specific training and enablement programs at scale to diverse populations
- Excellent stakeholder management skills with the ability to partner effectively with leadership and field teams
- Proven matrix leadership experience in complex pharmaceutical or healthcare enterprise environments
- Knowledge of CRM platforms (Salesforce, Veeva) and their application in commercial sales contexts

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
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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