

# Director, Product Strategy (2 Positions)

Job ID

REQ-10074365

Mar 24, 2026

LOC\_US

## About the Role

### Major Accountabilities:

**Vision & Strategy Creation:** Develop and steward a compelling, forward-looking CRM vision aligned to US enterprise strategy and Customer 360 transformation goals. Identify mid- and long-term opportunities for innovation across multiple technology stacks including Salesforce, Veeva, Microsoft as well as emerging CRM technologies

**Define and Execute Platform Roadmap:** Develop and maintain a strategic platform roadmap that aligns with the overall CRM product vision and Novartis business objectives. Ensure the roadmap incorporates emerging technologies, best practices, and evolving business needs.

**Strategic Discovery & Innovation :**Lead discovery initiatives, design-thinking workshops, and proofs of concept to validate future-state capabilities. Evaluate emerging technologies to determine feasibility, value, and alignment with business priorities

**Governance & Alignment:** Establish a CRM product vision governance model that ensures consistency, alignment, and transparency

**Communication & Thought Leadership:** Evangelize the CRM vision across the organization, shaping enterprise understanding of future capabilities. Serve as a thought leader on CRM innovation, AI, and emerging technologies within Life Sciences.

**Platform Innovation and Scalability:** Identify opportunities to leverage traditional and agentic (AI-driven) solutions to enhance platform capabilities. Drive the adoption of scalable, modular platform components that support diverse customer journeys and business processes.

**Performance Measurement and Optimization:** Define and track success metrics for platform initiatives (e.g., adoption rates, business impact, strategic value delivery). Continuously assess platform health and performance, making data-driven decisions to optimize outcomes.

**Leadership and Team Development:** Build and lead a high-performing team focused on platform strategy and execution. Foster a culture of innovation, accountability, and continuous improvement.

### Essential Requirements:

- Bachelor's degree required; Master's degree, MBA, or strategy/innovation background preferred
- 7+ years in product strategy, consulting, innovation, product management, or enterprise technology leadership roles
- Demonstrated ability to develop long-range product or technology visions that drive organizational transformation
- Deep knowledge of CRM technologies (Salesforce, Veeva) and AI/ML applications in commercial operations
- Experience leading discovery, concept design, and proofs of concept for new capabilities
- Proven track record influencing senior stakeholders to align on and fund long-term technology or product strategies
- Strong understanding of the pharmaceutical industry, including regulatory requirements, market dynamics, and the US commercial landscape
- Excellent storyteller with strong communication skills for executive and technical audiences
- Proven matrix leadership experience in complex life science environments
- Ability to adapt strategies and approaches in a rapidly evolving technological landscape

## 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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