

Associate Director Omnichannel Platforms

Job ID

REQ-10075288

Apr 13, 2026

LOC_ES

About the Role

Key Responsibilities

- Translate business needs into a clear, prioritized product backlog and actionable user stories.
- Validate functional designs and configurations against business requirements, ensuring harmonization with global standards and compliance expectations.
- Partner with cross-functional teams and stakeholders to define business processes and enable seamless integration across systems and channels.
- Provide subject-matter expertise across Marketing Platform modules, journey orchestration, engagement, and broader omnichannel capabilities.
- Shape backlog prioritization, sprint planning, and acceptance criteria in partnership with development and delivery teams.
- Review and validate system builds, support UAT, and confirm business readiness prior to deployment.
- Identify process gaps, risks, and improvement opportunities, and drive continuous optimization of Omnichannel Platforms capabilities.
- Enable change, training, and adoption by sharing product expertise, insights, and practical guidance for rollout.
- Serve as a key SME point of contact—driving clarity, alignment, and timely decision-making across stakeholders.
- Lead business demos to showcase new Omnichannel Platforms capabilities and communicate the end-to-end process.

Essential Requirements

- 10–12 years of relevant experience in technology development.
- Strong experience with pharma omnichannel/CRM platforms, including deep knowledge of core modules and processes.
- Experience working in Agile delivery models, including backlog management, sprint planning, and collaboration with global stakeholders.
- Strong stakeholder management and communication skills, with the ability to influence senior leaders and align priorities across markets.
- Proven ability to lead cross-functional teams in global or multi-market environments.
- Excellent facilitation and executive-level communication skills, including leading workshops and driving decisions.

Desirable Requirements

- Experience leading large transformation programmes with internal teams and external implementation partners.

- Exposure to Veeva/Salesforce CRM or other enterprise-scale CRM platforms.
- Experience in pharma, commercial excellence, or multi-market transformation environments.
- Understanding of AI/ML-driven omnichannel use cases (e.g., next-best-action, predictive targeting, engagement analytics, marketing mix models) and supporting capabilities.

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_IM

Business Unit

Marketing

Location

LOC_ES

Site

Barcelona Gran Vía

Company / Legal Entity

ES06 (FCRS = ES006) Novartis Farmacéutica, S.A.

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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