

# Associate Director CRM Platforms

Job ID

REQ-10075285

Apr 13, 2026

LOC\_ES

## About the Role

### Key Responsibilities

- Own and refine the product backlog by translating business needs into prioritised, well-defined user stories.
- Validate functional designs and configurations against business requirements, ensuring harmonisation, compliance, and alignment to global standards.
- Partner with cross-functional teams and stakeholders to define business processes and enable seamless integration across systems and channels.
- Bring subject-matter expertise across CRM modules (e.g., call planning, segmentation and targeting, journey orchestration and engagement, and omnichannel capabilities).
- Contribute to backlog prioritisation, sprint planning, and acceptance criteria, working closely with development and delivery teams.
- Review and validate system builds, support UAT, and help drive business readiness for deployment.
- Spot process gaps, risks, and improvement opportunities, and drive continuous optimisation of CRM capabilities.
- Enable change, training, and adoption by sharing product insights and supporting an effective rollout.
- Serve as a go-to point of contact for subject-matter questions, enabling clarity, alignment, and timely decision-making.
- Lead business demonstrations that showcase new CRM capabilities and connect features to end-to-end business processes.

### Essential Requirements

- 10–12 years' relevant experience in technology delivery and/or software development.
- Strong experience with pharma CRM platforms, including a deep understanding of core modules and processes.
- Experience working in Agile delivery models, including backlog management, sprint planning, and stakeholder collaboration across global teams.
- Strong stakeholder management and communication skills, with the ability to influence senior leaders and build alignment across markets.
- Proven ability to lead cross-functional teams in global or multi-market environments.
- Excellent communication and facilitation skills, including experience engaging stakeholders at executive level.

### Desirable Requirements

- Experience leading major transformation programmes with internal teams and external implementation partners.
- Experience with Veeva/Salesforce CRM or other large-scale CRM platforms.
- Experience in pharma, commercial excellence, and/or multi-market transformation environments.

## Role Requirements

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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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