

# Customer Excellence Process Manager

Job ID

REQ-10075806

Apr 14, 2026

LOC\_MX

## About the Role

### Key Responsibilities

- Lead operational excellence across omnichannel assets and channels, ensuring effective content activation to enhance experience and engagement for commercial, medical, and access customers.
- Support business teams to maximize impact through digital engagement, ensuring alignment with therapeutic strategy and compliance with governance, internal processes, and regulations.
- Design and execute end-to-end customer journeys across multiple channels, integrating CRM, Salesforce Marketing Cloud (SFMC), and rep-triggered tools, in alignment with TA strategy.
- Oversee channel orchestration and content activation, ensuring materials are properly prepared, approved, and available across field, medical, and access technology platforms.
- Supervise tagging processes, FUSE uploads, and MLR workflows, ensuring quality, compliance, and execution timelines are met.
- Provide customer journey and omnichannel performance insights, supporting continuous improvement of commercial, medical, and access engagement.
- Manage and deliver initiatives and projects within complex matrix environments, collaborating with multiple internal and external functions and stakeholders.
- Act as a change agent, driving adoption of new digital capabilities, operating models, and best practices.

### Key Capabilities

- Critical thinking with a structured problem-solving approach.
- Strong project management skills in complex, matrixed environments.
- Strong analytical capability with a data-driven mindset.
- Excellent written and verbal communication skills across different organizational levels.
- Change management mindset, with the ability to drive adoption and transformation.

### Experience

- More than 5 years of experience in digital assets and omnichannel ecosystems.
- More than 2 years of experience operating digital assets and content operations.
- At least 1 year of experience in marketing strategies across offline and online channels.
- Proven experience leading and implementing projects in complex matrix environments.
- Experience managing digital solutions and/or enhancing digital channel integrations.

### Knowledge

- Solid knowledge of pharmaceutical operations, including: Marketing, Medical, ERC, Finance, Supply Chain, Regulatory, Legal, Quality (QA), and Pharmacovigilance (PV).
- Familiarity with MLR processes, content governance, and digital platforms (CRM, SFMC, DAM, field activation tools).

## 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->

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Division

DIV\_IM

Business Unit

Marketing

Location

LOC\_MX

Site

INSURGENTES

Company / Legal Entity

MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.

Functional Area

FCT\_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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