

# Data Lead - Marketing Platform Ops (M/SM)

Job ID

REQ-10077192

May 08, 2026

LOC\_IN

## About the Role

Location – Hyderabad #LI Hybrid

Key Responsibilities:

Data Migration & Country Data Readiness:

Provide country-specific data inputs and context to support CRM data migration, including identification and documentation of local data sources, ownership, and system dependencies. Ensure alignment between global and local data models by supporting data mapping, transformation logic, and validation of migration rules.

Data Quality & Validation

Validate business data requirements and ensure country data readiness for migration by identifying data quality issues, inconsistencies, and gaps across source systems. Collaborate with data teams to drive data cleansing, enrichment, and standardization, and establish country-level checks to ensure completeness, accuracy, and compliance.

Commercial Systems Integration Support

Provide clarity on the country-specific commercial ecosystem, including marketing, consent, MDM, and analytics systems, and map data flows and integration touchpoints between CRM and upstream/downstream systems. Support integration design by highlighting local constraints and regulatory considerations, and coordinate with cross-functional teams to ensure alignment of integration logic.

Post-Migration Validation & Hypercare Support

Perform post-migration data validation and reconciliation by reviewing migrated data against business expectations and ensuring accuracy and completeness. Identify, log, and track data defects, and collaborate with country and global teams during hyper care to resolve discrepancies and drive issue closure.

Essential Requirements:

- Strong Data Management expertise (data mapping, migration, validation, governance)
- Experience with CRM platforms – either Veeva CRM or Salesforce Solid understanding of data lifecycle in CRM ecosystems
- Good understanding of commercial platforms integrated with CRM
- Strong understanding of pharma commercial operations / HCP engagement models
- Awareness of country-specific regulatory and compliance considerations Strong stakeholder management across country and global teams
- Ability to work in cross-functional, multi-geography environments

Desirable Requirements:

- Experience in CRM migration programs (Veeva or Salesforce highly preferred)
- Familiarity with Salesforce Life Sciences Cloud data model
- Exposure to data migration tools, ETL processes, or integration middleware
- Experience working in global rollout programs across multiple countries

- Strong Project Manager experience with strong consulting skills.

Why Novartis: Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here:

<https://www.novartis.com/about/strategy/people-and-culture>

You'll receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook.

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Commitment to Diversity and Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here:

<https://talentnetwork.novartis.com/network>.

## Role Requirements

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Division

DIV\_IM

Business Unit

Marketing

Location

LOC\_IN

Site

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

FCT\_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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