

Director, Product Strategy, Value Realization

Job ID

REQ-10074363

May 08, 2026

LOC_US

About the Role

Major Accountabilities:

Value Definition & Measurement

- Define and operationalize KPIs, OKRs, and success measures at the portfolio, program, and capability level
- Build methodologies to quantify productivity savings (time, cost, effort reductions) driven by CRM capabilities, AI/agentic solutions, automation, and workflow optimization
- Create usability-performance frameworks to measure user experience, adoption quality, and time-to-value
- Establish baseline benchmarks and target states to track measurable improvement over time

Value Realization & Portfolio Influence

- Build and maintain a CRM value realization framework that informs prioritization and resource allocation decisions
- Partner with Finance to ensure value assumptions, productivity gains, and ROI projections are recognized and audited
- Develop business cases that clearly quantify expected value and align to enterprise commercial objectives
- Provide evidence-based recommendations to influence roadmap sequencing and investment decisions

Cross-Functional Leadership & Analytics Partnership

- Lead cross-functional working sessions with Sales, Marketing, Medical, Patient Services, Operations, Strategy, IT and Finance to identify, validate, and track value opportunities
- Partner with IDS analytics and data teams to design, execute, and industrialize value measurement models and reporting
- Collaborate with the Product Vision and Platform Roadmap teams to ensure roadmap decisions are grounded in measurable business outcomes
- Drive organizational alignment around value-based prioritization and transparent reporting
- Engage in matrix leadership across business, IT, and commercial teams without direct authority

Reporting & Communication

- Develop dashboards and reporting mechanisms to communicate progress against value KPIs and OKRs
- Present measurable value, productivity impact, and insights to executive leadership
- Serve as a trusted strategic advisor for CRM value across the US Enterprise organization

Novartis seeks an accomplished product strategy and business analytics leader with demonstrated success in defining success metrics and quantifying value from CRM and enterprise systems. The ideal candidate brings strong business

acumen, executive presence, and the ability to translate complex analysis into clear, actionable decisions.

Essential Requirements:

- Bachelor's degree required; Master's degree, MBA, or advanced analytics background preferred
- 7+ years in product strategy, business analytics, consulting, value realization, or enterprise performance roles
- Demonstrated success defining and operationalizing KPI/OKR frameworks for complex CRM programs and implementation
- Experience quantifying productivity savings and building ROI frameworks for CRM investments
- Strong understanding of CRM platforms (Salesforce, Veeva) and commercial operations
- Excellent analytical skills with the ability to translate complex data into strategic insights and clear executive recommendations
- Demonstrated ability to use data-driven insights to shape investment decisions, prioritize initiatives, and challenge assumptions with senior stakeholders
- Proven matrix leadership experience within complex, cross-functional life science environments
- Knowledge of the pharmaceutical industry, including sales, medical, patient services, access and marketing operations and the dynamics of the US commercial environment

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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