

# Associate Director, CRM Product Owner

Job ID

REQ-10077617

May 08, 2026

LOC\_US

## About the Role

Novartis is on a mission to transform medicine and improve lives worldwide. As a global leader in healthcare, we leverage advanced technology and data to deliver patient-centric solutions, enhance customer engagement, and drive innovation. The Strategy, Platforms & Transformation team is dedicated to enabling improved decision making at Novartis by leveraging superior data to identify actionable insights that drive enhanced performance. We collaborate closely with the US business, bringing insights and challenging ideas to empower smarter, data-driven decision-making. The US CRM organization sits within Strategy, Platforms & Transformation and plays a crucial role in driving the transformation to a next-generation Customer360 operating model.

Novartis seeks an accomplished product management leader with experience and demonstrated success transforming CRM capabilities within commercial operations. Strong innovation, partnership, and intellectual maturity are needed. A comprehensive understanding of best practices in CRM Data and AI applications is key to success in this role.

Reporting to CRM Product Management leadership, the Associate Director, CRM Product Owner supports the strategy, development, and delivery of priority CRM capabilities across the US CRM ecosystem. This role partners with business and technology teams to translate customer and field needs into clear requirements, manage a prioritized backlog, and drive execution through agile delivery. The Associate Director helps improve how Novartis engages customers by enabling process improvements, technology enhancements, analytics, and user experience updates—while ensuring solutions meet governance, privacy, and compliance expectations.

## Major Accountabilities

- Own and deliver a defined product area: Drive end-to-end delivery for a set of CRM capabilities (e.g., field productivity, customer engagement workflows, medical engagement) from discovery through release and hypercare.
- Translate business needs into requirements: Partner with stakeholders to gather, document, and prioritize requirements; define user stories, acceptance criteria, and success measures.
- Manage and refine the backlog: Maintain a healthy backlog (prioritization, refinement cadence, dependencies, definition of ready/done) aligned to quarterly/PI planning and stakeholder priorities.
- Drive disciplined agile execution: Work with delivery teams to plan, execute, and track work; remove blockers; manage scope trade-offs; and ensure predictable, high-quality releases.
- Improve processes and user experience: Identify pain points in current workflows and propose enhancements; validate solutions with users; and support change adoption with clear documentation and enablement.
- Partner across business and IT: Coordinate with CRM product managers, architecture, analytics, privacy/legal, and commercial/medical stakeholders to align on requirements, sequencing, and release readiness.
- Ensure governance, privacy, and compliance: Follow established governance processes and support risk assessments to ensure solutions meet regulatory, privacy, security, and data standards.

- Mentor and coordinate delivery resources: Provide day-to-day direction to extended team members (e.g., analysts, contractors) and contribute to capability building across the product owner community.
- Support change enablement and adoption: Partner with training and communications leads to ensure releases are understood, adopted, and measured; incorporate feedback into iterative improvements.
- Communicate status and outcomes: Provide concise updates on roadmap items, risks, decisions needed, and measurable outcomes to product management leadership and stakeholders.
- Contribute to product strategy and continuous improvement: Bring market/industry insights, user feedback, and performance data to inform roadmap recommendations and operational improvements.
- Maintain platform and domain awareness: Stay current on CRM platforms (e.g., Salesforce, Veeva) and evolving best practices; apply learnings pragmatically within the Novartis ecosystem.

## Essential Requirements

- Bachelor's degree in related field is required; Master of Science and/or MBA preferred
- Proven success in driving product management capabilities for large-scale CRM implementations.
- 5-7+ years of experience in product management, technology strategy, innovation, or leadership roles, preferably in the pharmaceutical, healthcare, or CRM sectors
- Deep understanding of the CRM landscape (Sales, Marketing and Service), including Salesforce (Agentforce, Marketing Cloud, Health Cloud, Data360, Core platform), Veeva, and the major and evolving players in the ecosystem.
- Understanding of CRM, AI, and Data platforms and architectures (e.g., Salesforce, Salesforce Data Cloud, Veeva, OpenAI, Snowflake, or similar data lake technologies).
- Experience being accountable for the operations of product management including backlog health and prioritization, agile practices and ceremonies, and driving strategic innovation
- Excellent communication skills with the ability to build stakeholder buy-in and alignment
- Experience in AI-supported product management techniques including LLM supported user-story creation and process mapping
- Must possess an ability to foster cross-functional alignment of key stakeholders to create a disciplined, ambitious, and collaborative, global, commercial CRM strategy
- Strong analytical and problem-solving skills, with the ability to interpret complex data and make informed decisions
- Ability to adapt strategies and approaches in a rapidly evolving technological landscape

The pay range for this position at commencement of employment is expected to be between \$145,600.00 and \$270,400.00 a year; however, while salary ranges are effective from 1/1/26 through 12/31/26, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an “at-will position” and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

## 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

[Apply to Job](#)

Job ID

REQ-10077617

## **Associate Director, CRM Product Owner**

[Apply to Job](#)

---

**Source URL:** <https://prod1.jobapi.novartis.com.cn/req-10077617-associate-director-crm-product-owner>

### **List of links present in page**

1. <https://prod1.jobapi.novartis.com.cn/req-10077617-associate-director-crm-product-owner>
2. <https://www.novartis.com/about/strategy/people-and-culture>
3. [https://www.novartis.com/sites/novartis\\_com/files/novartis-life-handbook.pdf](https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf)
4. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/East-Hanover/Associate-Director--CRM-Product-Owner\\_REQ-10077617-1](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/East-Hanover/Associate-Director--CRM-Product-Owner_REQ-10077617-1)
5. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/East-Hanover/Associate-Director--CRM-Product-Owner\\_REQ-10077617-1](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/East-Hanover/Associate-Director--CRM-Product-Owner_REQ-10077617-1)