

# Senior Analyst- Brand Data Enablement

Job ID

REQ-10077599

Aug 06, 2026

LOC\_IN

## About the Role

Key Responsibilities:

Location: Hyderabad # Hybrid

- CRM discovery & documentation of the current platform configuration (data model, automation, rules) and integration touchpoints
- Cross-platform mapping & gap analysis between source and target CRM (field definitions, business logic), producing a field-level crosswalk
- Integration coordination across upstream data teams (for example master data and segmentation) and downstream consumers (analytics, reporting, dashboards)
- Migration wave readiness & coordination, including timelines, testing dependencies, stakeholder communication, and roadmap support
- Testing & quality assurance across unit/integration/UAT with defined data-quality checkpoints
- Adoption & change support post-migration, tracking usage, addressing adoption gaps, and reinforcing governance
- Continuous improvement to strengthen data quality, streamline integrations, and improve field user experience

Essential Requirements:

- Education: Bachelor's degree in a relevant discipline
- Experience: 3–5+ years with field CRM platforms (Veeva, Salesforce Health Cloud, IQVIA OCE, etc.)
- Strong understanding of pharma field operations (call planning, territory alignment, sample management, closed-loop marketing)
- Practical knowledge of CRM data models and configuration (objects, relationships, workflows, validation rules)
- Proven experience in CRM migration / platform transition / system consolidation (not just BAU administration)
- Hands-on exposure to data mapping and field-level crosswalk creation
- Experience coordinating end-to-end data integration flows (MDM, segmentation, analytics, reporting)
- Exposure to testing and quality assurance in migration contexts (UAT, defect tracking, test plans)
- Strong analytical mindset and ability to support data-driven decisions. Strong communication & stakeholder coordination skills . High attention to detail and documentation rigor.

Desirable Requirement:

- CRM platform certifications (e.g., Salesforce Admin, Veeva CRM certification, or equivalent).
- Prior experience in US or global field operations teams within the pharma/life sciences industry.
- Experience with CRM-adjacent systems such as alignment/roster tools, incentive compensation, content management (CLM/Approved Email), or sample accountability platforms.

Commitment to Diversity & Inclusion

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

Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to [diversityandincl.india@novartis.com](mailto:diversityandincl.india@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

## Role Requirements

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Division

DIV\_IU

Business Unit

General Management

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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