

Executive Director, Enterprise Experience Planning & Integration

Job ID

REQ-10088063

Oct 02, 2026

LOC_US

About the Role

Key Responsibilities:

- Establish an enterprise view of customer and patient journeys and refine how Novartis improves them through connected, creative, and empathetic experiences.
- Ensure key enterprise functions are represented in experience planning and priority initiatives, connecting planning and execution across Marketing, Patient Services, Medical, Advocacy, Access, Field Sales, Digital Engagement, and Enterprise Partnerships.
- Identify and address gaps, silos, disconnects, and unclear ownership, coordination, or accountability that create fragmented customer and patient experiences.
- Champion patient and caregiver perspectives across strategy, experience design, content, support, access, and engagement initiatives.
- Strengthen continuity across the patient lifecycle—from clinical trial participation through diagnosis, access, treatment initiation, adherence, ongoing support, and long-term engagement—reducing friction at critical journey stages.
- Advance approaches that deepen sustained engagement with patient communities, particularly in rare and specialty conditions.
- Establish governance that aligns leaders around shared customer and patient priorities, facilitates cross-functional decision-making when ownership, priorities, or resources are unclear, and monitors commitments and outcomes through shared measurement frameworks that support consistency, compliance, and quality at scale.
- Support priority launches and enterprise initiatives requiring cross-functional coordination, maintaining alignment to shared customer and patient experience priorities from planning through execution.
- Define and track shared customer and patient experience outcomes; provide visibility into enterprise adoption, alignment, and execution performance; and identify risks, dependencies, and opportunities requiring leadership attention.
- Develop frameworks, processes, tools, transitions, and handoffs that strengthen cross-functional collaboration and coordination and enable scalable enterprise alignment and execution, while operating in accordance with Ethics, Risk and Compliance policies and procedures and ensuring others do the same.

Essential Requirements:

- Bachelor's degree in related field is required; Master of Science and/or MBA preferred.
- 10+ years of demonstrated experience identifying opportunities and driving solutions to create an orchestrated customer journey.
- 5 years of demonstrated experience using data, insights, behaviors, and analytics—along with customer engagement, social media, and CRM—to optimize customer experiences through journey mapping, personalization, and content required.
- Embraces a collaborative approach and experience; thrives working closely with research, content, and data specialists to diagnose and solve client business challenges and audience pain points or opportunities for marketing.
- Serves as a champion for customer-centric thinking within Novartis and our partners and beyond what it is, why it's important, and how it can improve the day-to-day relationship between brands and their customers.

- Experience with media and content testing to analyze effectiveness of integrated communications in HCP or DTC category marketing.
- Strong cross-functional leadership and collaborative-development experience, with the ability to build and manage relationships, frame productive conversations, and align Novartis Product and Marketing teams, agency partners, and stakeholders across Communications, Legal, Regulatory, Compliance, and IT around the shared goal of delivering effective customer experiences.
- Experience leading a Marketing transformation & vision within pharma/biotech/Life Sciences.
- Strategic and analytical thinking, as demonstrated by key projects/initiatives.

Desirable Requirements:

- Leadership of large-scale teams (over 50+: including matrixed, virtual, and multi- layer).
- Experience orchestrating customer journeys that resonate with healthcare providers and improve the lives of their patients.

Novartis Compensation Summary:

The salary for this position is expected to range between \$236,600 and \$439,400 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

Division

DIV_IU

Business Unit

Marketing

Location

LOC_US

Site

Remote Position (USA)

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Alternative Location 1

LOC_US

Functional Area

FCT_MM

Job Type

Full time
Employment Type
Regular
Shift Work
No
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