

Manager, Business Analyst, MarTech Product Management

Job ID

REQ-10083111

Oct 06, 2026

LOC_IN

About the Role

Manager, Business Analysis, MarTech Product Management

Location – Hyderabad #LI Hybrid

Major accountabilities:

- Gather, analyze, and document business and functional requirements.
- Partner with Product Owners to define epics, user stories, and acceptance criteria.
- Maintain product artifacts and functional documentation using Jira and Confluence.
- Participate in backlog refinement, sprint planning, and prioritization sessions.
- Analyze business processes to identify gaps, dependencies, risks, and improvement opportunities.
- Support implementation teams during solution development, QA, testing, and rollout phases.
- Provide analytical insights on KPIs, reporting, segmentation, and business performance.
- Collaborate with business and technology stakeholders to ensure effective delivery, governance, compliance, standardization, and act as a proxy Product Owner when needed.

Educational Requirement:

Bachelor's degree in business, Technology, Engineering, Analytics, or a related field required or MBA or master's degree preferred.

Minimum Experience:

- 6+ years of experience in Business Analysis, Product Management, or related roles
- Experience working in Agile environments and using tools such as Jira and Confluence
- Strong analytical, communication, and stakeholder management skills
- Proven experience translating business needs into functional requirements and user stories
- Exposure to digital marketing, analytics, or MarTech platforms preferred
- Experience in Pharma, Healthcare, Consumer, or other regulated industries preferred

Role Requirements

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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