

# Associate Director, Marketing Insights & Analytics

Job ID  
REQ-10047091  
Apr 02, 2025  
USA

## Summary

The location for this role is East Hanover, NJ.

## About the Role

The Insights and Decision Science (IDS) team is dedicated to enabling improved decision-making at Novartis by leveraging data and advanced analytics capabilities to generate actionable insights that drive business growth. We collaborate closely with the US business, bringing insights and challenging ideas to empower smarter, data-driven decision-making. Reporting into the Dir, Marketing Insights & Analytics, this role is crucial in transforming data into strategic insights that drive impactful marketing decisions.

The AD, Marketing Insights & Analytics plays a pivotal role in transforming Marketing strategies by bridging insights and capabilities from IDS with business needs. The AD, Marketing Insights & Analytics collaborates closely with the Dir, Marketing Insights & Analytics to conduct analyses and sharpen strategic recommendations, ensuring alignment with organizational goals.

## Key Responsibilities:

- Deliver integrated insights and analytics to support data-driven decision-making for marketing functions
- Partner with Medical leadership to understand key business challenges and provide actionable recommendations
- Collaborate with the TA leadership/Functional I&A leadership to further refine analyses & sharpen insights / recommendations
- Serve as POC to direct and connect the TA marketing business partners with the relevant IDS capabilities
- Support prioritization of the IDS marketing efforts, in collaboration with IDS leadership for the marketing function, ensuring focus on high-impact opportunities based on inbound marketing requests
- Support connectivity across teams to ensure more integrated insights are generated that elevate creation and implementation of targeted content strategies for customer outreach, ensuring alignment with evolving priorities and market needs

- Support prioritization of IDS efforts for marketing across the many inbound requests

Novartis seeks an individual with extensive experience overseeing data governance operations. The individual should have a deep understanding of industry best practices and a proven ability to manage data-related risks, including privacy and security concerns. A commitment to driving continuous improvement in data governance processes, informed by data insights and industry trends, is essential to this role.

#### **Education:**

- Bachelor's degree in Life Sciences, Marketing, Business Administration or a related field; an MBA or advanced degree is strongly preferred

#### **Essential Requirements:**

- Minimum of 6 years of experience in the pharmaceutical or healthcare industry, with a strong focus on marketing strategy, data analytics, and insights
- 5+ years of domain expertise in these areas are highly desired: marketing, data analytics, market research, or other related strategic analytics and management consulting
- 5+ years of people management experience. Proven track record of enabling data-driven decision-making at a senior leadership level, including addressing complex business challenges and shaping organizational strategy particularly in therapeutic areas.
- Strong analytical background, strategic thinking and problem-solving skills, with the ability to analyze complex and dynamic data sets into actionable insights and aligning them with business priorities to drive impactful results
- Strong analytical background, strategic thinking and problem-solving skills, with the ability to synthesize and align insights from across Human Insights & Analytics teams that will enable targeted content strategies and data-driven decisions to address key business challenges and opportunities for NVS Marketing functions
- Excellent communication skills, capable of effectively collaborating with leadership across NVS and IDS functions and present complex insights effectively to diverse audiences
- Experience in leading cross-functional and matrixed teams, with demonstrated ability to maintain flexible collaboration with diverse teams including IDS and NVS functions to meet strategic objectives
- Ability to thrive in a fast-paced, dynamic environment and adapt to changing business needs and priorities

#### **Novartis Compensation and Benefit Summary:**

The pay range for this position at commencement of employment is expected to be between \$132,300.00 and \$245,700.00 per year; however, while salary ranges are effective from 1/1/24 through 12/31/24, 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.

**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>

**Join our Novartis Network:** Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up:  
<https://talentnetwork.novartis.com/network>

**Benefits and Rewards:** Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

### **EEO Statement:**

The Novartis Group of Companies are Equal Opportunity Employers. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status.

### **Accessibility & Reasonable Accommodations**

The Novartis Group of Companies are 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 application process, or to perform the essential functions of a position, please send an e-mail to [us.reasonableaccommodations@novartis.com](mailto:us.reasonableaccommodations@novartis.com) or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Division

US

Business Unit

Universal Hierarchy Node

Location

USA

State

New Jersey

Site

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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