

# Vice President, US Customer Relationship Management (CRM) Strategy & Systems

Job ID  
REQ-10050560  
May 24, 2025  
USA

## Summary

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.

Taking on a senior leadership role at Novartis means joining a community of passionate professionals united by a shared purpose. We cultivate an inclusive work environment where diverse perspectives fuel our collective success.

## About the Role

The Vice President of US CRM Systems & Strategy will be accountable for overseeing the strategy, vision, and success of CRM to drive a Customer 360 view and operating model for Novartis US. Reporting to the Chief Insights & Decisions Officer and accountable to the cross-functional US Leadership Team, the VP of CRM will work with leaders of functions across Novartis to set, implement, and deliver applications, capabilities and experiences that enhance and unify our understanding and experience with customers (accounts, HCPs and patients) across the enterprise. They will work with functional leaders to identify and prioritize impactful initiatives that meet both the needs of and the strategic imperatives of our organization. They will manage a team of CRM-dedicated business product owners to translate this vision into functional and product requirements, partnering a multidisciplinary DDIT team to build and deliver applications.

The ideal candidate will have a proven track record in CRM leadership within regulated industries, an adept understanding of biopharmaceutical commercial functions, and demonstrated success in managing and influencing stakeholders.

## Key Responsibilities:

### Strategic CRM Leadership

- Develop and implement a visionary CRM strategy that aligns with Novartis's mission to prioritize patient outcomes and customer experiences, leveraging data to drive insights and improve decision-making
- Champion CRM initiatives across functions which have customer interactions, including Marketing, Medical Affairs, Customer Engagement, Patient Services, Market Access, Insights & Decision Science, Supply Chain, Clinical Development and IT, ensuring CRM serves as a core enabler of engagement and operational excellence

- Oversee the development and execution of a unified CRM roadmap focused on scalability, regulatory compliance, and patient-centricity  
Establish and lead CRM governance forums to drive alignment, accountability, and integrity in decision-making processes
- Serve as the business lead with CRM applications & platform partners
- Directly manage CRM business product owners

### **Cross-Functional Alignment & Collaboration**

- Drive cross-functional collaboration by partnering with Business Functions. Product Owners, IT, and other stakeholders to create a US enterprise-wide CRM strategy that meets the needs of diverse business units
- Collaborate with internal functions on Training and Change Management to integrate CRM-related initiatives, ensuring consistent training, support, and resources for CRM users across functions
- Act as a bridge between technical and business teams, ensuring that CRM infrastructure aligns with overarching business objectives and is adaptable to evolving needs

### **Operational Excellence & Innovation**

- Lead efforts to innovate and standardize CRM processes, improving operational efficiency and customer experience through advanced technology solutions
- Work with IT to design and maintain a scalable CRM infrastructure capable of handling dynamic healthcare demands, data integrity, and security requirements
- Champion data standardization across CRM systems to drive consistent insights and reliable performance metrics

### **Thought Leadership & Team Development**

- Act as a thought leader in CRM transformation, fostering a culture of collaboration, agility, and continuous improvement within Novartis
- Mentor and develop cross-functional leaders, building a high-performing CRM team aligned with Novartis's mission, values, and diversity and inclusion standards
- Promote Novartis's commitment to excellence, fostering a work environment where all team members can reach their full potential

### **Essential Requirements**

- Bachelor's degree in Business, Information Systems, Marketing, or a related field. Advanced degree (MBA or MS) preferred
- 15+ years of CRM leadership experience in large, matrixed organizations, ideally in healthcare or similarly regulated industries
- Strong understanding of CRM platforms, digital transformation strategies, and cross-functional CRM integration
- Proven track record in leading CRM transformations, managing budgets, and influencing senior stakeholders
- Exceptional communication skills with the ability to build consensus and secure buy-in from diverse stakeholders

### **Preferred I Requirements**

- Experience with CRM systems tailored to biopharma, such as Veeva or Salesforce Health Cloud, to

manage HCP and patient interactions effectively

- Knowledge of pharma-specific regulations (e.g., FDA CFR Part 11, HIPAA) to ensure compliant patient and provider engagement.
- Understanding of patient support needs across treatment stages, including onboarding, adherence, and retention
- Familiarity with integrating clinical, pharmacovigilance, and real-world data into CRM to enhance insights

The pay range for this position at commencement of employment is expected to be between \$261,100.00 and \$484,900.00 a year; however, while salary ranges are effective from 1/1/25 through 12/31/25, 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.

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