

CRM User & Platform Manager

Job ID
REQ-10053061

May 23, 2025

Mexico

Summary

- ~Explorar, desarrollar, implementar y evaluar soluciones de innovación digital que aborden las necesidades de los clientes. Co-crear con las partes interesadas clave para crear asociaciones y colaboraciones
- ~Lidera la entrega de múltiples proyectos a través de una variedad de canales creativos y de marketing, incluidos los medios impresos y digitales. Desarrollar y coordinar planes de proyecto en las etapas de diseño, desarrollo y producción de un proyecto para respaldar la entrega exitosa dentro de los KPI establecidos.
- ~Trabaja en colaboración con los equipos de marca, los equipos técnicos y todas las funciones para maximizar el valor.
- ~Proporciona consultoría, asesoramiento y asistencia en la estrategia para la comercialización de productos, e influye en el equipo de operaciones de marketing/marketing de ventas en la toma de decisiones sobre la asignación de recursos de la fuerza de ventas de la manera más óptima, a través de la entrega de proyectos probados basados en análisis.
- ~Proporcionar soporte analítico a los clientes internos de Novartis

About the Role

Major accountabilities:

- Planning and management, gather requirements to develop detailed Project plans and Project estimations to task level.
- Proactively assist the Business to identify upcoming conflicts and resource gaps.
- Serve as interface with the global and local Brand teams on Project Planning and delivery management.
- Leads and delivers projects for Regional and global teams, ensuring adherence to timelines and quality objectives.
- Ensures delivery of efficient and high-quality deliverables.
- Manages an efficient and high-quality team that promotes synergy and best practice sharing among resources, drives collaboration with Country Organizations in managing high standards of communication and delivering best in class services.
- Provide guidance on training requirements in relation to Commercial processes -Takes initiative to drive standardization of reports across brands.

Key performance indicators:

- Quality and accuracy of forecast assumptions.
- High understanding and management of sales force performance measurement platforms, VEEVA, IQVIA, PowerBi.
- Good customer satisfaction scores.
- Ability to manage multiple stakeholders / projects.

Skills:

- High levels of collaboration, drive (is a must) and team spirit Strategic thinking Adaptable to change with the environment Fluent in English Proactive, Curiosity, Resilience

Education & Qualification

- Manage platforms such as Salesforce, Veeva, or BRAZE.
- Bachelor's degree in engineering, administration economics or similar Demonstrated expertise of the Health Care and Pharmaceutical industry data sources, such as IQVIA, DDD, HCOS, PSP
- 2 years business intelligence or commercial operations experience.
- Experience in varied field operations functions such as analytics, incentive compensation, planning, sizing, data management, data visualization, Veeva/Salesforce Strong connect, analytical & presentation skills.
- Experience in Microsoft Power Query or ETL tools like Alteryx Advanced Excel is a must
ADVANCED: Data analysis Market and business acumen Communications: oral, written, customer pitching
- **Languages:** Fluent in English.

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>

Commitment to Diversity and Inclusion

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

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>

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<https://talentnetwork.novartis.com/network>

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部門
International

部門
Innovative Medicines

国
Mexico

勤務地
INSURGENTES

Company / Legal Entity
MX06 (FCRS = MX006) Novartis Farmac é utica S.A. de C.V.

Functional Area
Marketing

職種
Full time

雇用形態
Regular

Shift Work
No

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Ajustes de accesibilidad

Novartis tiene el compromiso de trabajar y proporcionar adaptaciones razonables para personas con discapacidad. Si, debido a una condición médica o discapacidad, necesita una adaptación razonable para cualquier parte del proceso de contratación, o para desempeñar las funciones esenciales de un puesto, envíe un correo electrónico a tas.mexico@novartis.com y permítanos conocer la naturaleza de su solicitud y su información de contacto. Incluya el número de posición en su mensaje.



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