

## CRM Implementation & Development Expert

Job ID  
REQ-10053937

Jul 15, 2025

Mexico

### Summary

- Select and manage platforms such as Salesforce, Veeva, or BRAZE.
- Monitor the quality and segmentation of customer databases.
- Clear and efficient management of the entire CRM operation, working hand in hand with the Incentives team, IT, and the sales force. Creation of CRM processes, manuals, and training sessions in conjunction with Data Governance.
- Transform data into actionable insights for sales and marketing.
- Coordinate loyalty campaigns and journey automation.
- Ensure CRM integration with other areas such as BI, sales, and finance.
- Explore, develop, implement, and innovate solutions that address customer needs. Co-create with key stakeholders to build partnerships and collaborations.
- Experience in sales force performance evaluation processes, as well as the creation of sales targets, structure, resizing and salesforce deployments.
- Ease of learning, taking on new challenges, having strategic thinking, evolution and transformation.
- Develop and coordinate project plans across the design, development, and production stages of a project to support the successful delivery within set KPI's.

## About the Role

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### Major accountabilities:

- Planning and management, gather requirements to develop detailed Project plans and Project estimations to task level.
- Serve as interface with the global and local Brand teams on Project Planning and delivery management.
- 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, SALES FORCE, IQVIA, PowerBi.
- Good customer satisfaction scores.
- Ability to manage multiple stakeholders / projects.

### Work Experience:

- Operations Management and Execution.
  
- Experience working in different industries, including pharmaceuticals.
- Cross Cultural Experience.

- Project Management.

#### 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

#### Languages :

- English.

#### 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

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部門

International

部門  
Innovative Medicines

国  
Mexico

勤務地  
INSURGENTES

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

Functional Area  
Marketing

職種  
Full time

雇用形態  
Regular

Shift Work  
No

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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](mailto: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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