

CRM & Incentives Expert

Job ID
REQ-10042705
May 30, 2025
Mexico

Summary

- ~ Proporcionar soporte analítico a los clientes internos de Novartis (CPOs y equipos regionales de marketing y ventas) en varios informes analíticos de complejidad baja-media.
- ~ Apoyar y facilitar la toma de decisiones basada en datos para los clientes internos de Novartis proporcionando y comunicando análisis cualitativos y cuantitativos
- ~ Apoyar a las empresas de GBS ~ GCO en la práctica de la construcción mediante la participación en diversas iniciativas como el intercambio de conocimientos, el apoyo a la incorporación y la capacitación, el liderazgo del equipo de apoyo en todas las tareas / actividades relacionadas con el negocio, la creación de documentación de procesos y repositorios de conocimientos.
- ~ Ser parte integral de un equipo de diseño integral responsable del diseño de materiales de marketing promocional.

About the Role

Key responsibilities:

1. Design, manage and execute the incentive program together with sales managers and business leaders. Collaborating with various areas to ensure that programs are effective and align with strategic objectives, breaking them down by time, geographic areas, doctors, etc.
2. Creation of structures and objectives in collaboration with the marketing teams, supporting the creation of sales team structures and the definition of the quotas necessary to achieve the set objectives.
3. CRM System Management: Manage and maintain the CRM system, including monitoring users, customizing the system, resolving issues, and providing technical support.
4. Performing data analysis and preparing detailed reports on the performance of sales teams, in order to evaluate the effectiveness of incentive programs. Provide key information to management to support strategic decision making.
5. Communicate incentive programs to all levels of the sales team. Provide training and continuous support to ensure understanding and compliance with the programs, as well as the management of platforms to measure performance and support the work of the sales force.

Tasks:

1. Payment of incentives and resolution of cases or doubts.
2. Definition of contests and prizes that are part of the incentive program

3. Resolution of cases regarding the management of the Veeva CRM system.
4. Registrations, cancellations, modification of attributes of the different profiles within Veeva.

Essential requirements:

- 3 to 5 years of experience in similar roles within the pharmaceutical industry.
- Knowledge and intermediate use of Veeva and Salesforce.
- Mastery of Excel at an intermediate or advanced level.
- Management of relationships with stakeholders.
- Conversational English at an intermediate level, for close collaboration with the India-based team and resolution of technical problems in English.
- Excellent ability to prioritize tasks, process documentation and time management.

Skills

~Advertising Campaigns ~Alteryx ~Analytical Thinking ~Brand Awareness ~Business Networking ~Curiosity
~Digital Marketing ~Email Marketing ~Marketing Communications ~Marketing Plans ~Marketing Strategy
~Media Campaigns ~Process Documentation ~Strategic Marketing

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.

Skills

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>

Division

International

Business Unit

Innovative Medicines

Location

Mexico
Site
INSURGENTES
Company / Legal Entity
MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.
Alternative Location 1
INSURGENTES (Sandoz), Mexico
Functional Area
Marketing
Job Type
Full time
Employment Type
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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