

Director, Marketing Insights and Analytics

Job ID

REQ-10043989

Mar 17, 2025

USA

Summary

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 VP, Head, Human Insights & Analytics, this role is crucial in transforming data into strategic insights that drive impactful marketing decisions.

The D, Marketing Insights and Analytics plays a pivotal role in transforming Marketing strategies by bridging insights and capabilities from IDS with business needs. The D, Marketing Insights and Analytics collaborates closely with the leadership of their respective functions to refine analyses and sharpen strategic recommendations, ensuring alignment with organizational goals. This role will work with other members of IDS fostering a culture of innovation and thought leadership, challenging established norms and driving excellence in product strategy. Acting as a central point of contact, this role facilitates seamless connectivity and collaboration across IDS functions, integrating and synthesizing insights to create robust action plans and strategic recommendations for functions.

About the Role

Key Responsibilities:

- Synthesize and align insights from across IDS Human I&A and Marketing practices to enable smarter, data-driven decisions that address key function business challenges and opportunities
- Elevate decision making across marketing functions by delivering integrated insights
- Collaborate with the leadership for each function to further refine analyses & sharpen insights / recommendations
- Understand the key business problems and identify and activate teams with the right capabilities within IDS to address them based on related analytical needs
- Serve as POC to direct and connect the marketing business partners with the relevant IDS capabilities
- Drive prioritization of the IDS marketing I&A efforts, in collaboration with IDS leadership for the marketing function, ensuring focus on high-impact opportunities based on inbound requests
- Facilitate connectivity across teams to ensure more integrated marketing insights are generated that elevate creation and implementation of targeted content strategies for customer outreach, ensuring alignment with evolving priorities and market needs

- Guide the marketing operations team to streamline processes by incorporating robust feedback through machine learning operations to continuously refine content and strategies
- Develop and lead a team of experts that act as the "go to" resource for Marketing analytics requests in the organization
- Upskill and mentor the members of the IDS Marketing team, owning their professional growth and development
- Support prioritization of IDS efforts for a given function across the many inbound requests
- Ensure strong collaboration and alignment across IDS functions
- Shape workplan and deploy resources to generate analyses, incorporating into an integrated narrative

Essential Requirements:

Novartis is seeking an experienced and dynamic leader to advance our marketing initiatives through data-driven insights informing execution of tailored content strategies. This role requires a deep understanding of data analytics and insights to support strategic marketing decisions. The ideal candidate will possess a deep understanding of the pharmaceutical landscape, with proficiency in interpreting complex data to inform decision-making and drive marketing effectiveness. This role requires a leader who excels in fostering collaboration across cross-functional teams, developing talent, and cultivating a culture of innovation. The ED Marketing will establish a robust framework for delivering integrated and actionable insights, empowering strategic initiatives and advancing marketing opportunities.

Additional qualifications are as follows:

- A Bachelor's Degree in Life Sciences, Marketing, Business Administration or a related field; an MBA or advanced degree is strongly preferred
- A minimum of 8 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

The pay range for this position at commencement of employment is expected to be between \$185,500.00 and \$344,500.00 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>

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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 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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