

Director, Marketing & Digital Data Solution

Job ID
REQ-10014828

10月 10, 2024

India

摘要

-Responsible for devising and implementing marketing functional solutions that drive a scale and tangible impact. Provide 'Thought Leadership' abilities and expertise in shaping Brands and / or New Product strategies for a franchise as well as direct line management of a Brand Insights team to deliver tactical and strategic analyses for the portfolio. Design, coordinate, support commercial business decisions identify potential marketplace opportunities. To support sustainable growth in the region as well as to leverage strong commercial execution capabilities, provide expertise on specific areas such as Commercial Excellence, Digital and Launches while helping to co-ordinate and leverage the execution of commercial plans and growth initiatives across the region.

About the Role

Position Title : Director, Marketing & Digital Data Solution

Location - Hyd |India| #LI Hybrid

About the role

Strong understanding of pharmaceutical data lifecycle (generation through end use) and data sets such as PLANTRAK, XPONENT, APLD, SYMPHONY, Digital Engagement , 3rd party data.

Key Responsibilities:

- Support in development of the strategic data solutions and capabilities (e.g. analytical data marts, metric libraries, viz/content delivery tools)
- Conduct meetings and presentations with Stakeholders across the organization and partner with them to build great solutions that drive strategic value in an efficient manner.
- Translate the business needs into actionable analytics focused data solutions/features/initiatives using technology platforms like Data IKU, Snowflake, Alteryx, R, Qlik, SQL engines and Python to provide solutions and/or recommendations.
- Hands-on development to build data solutions/rapid prototypes/POCs and Dashboards.
- Translate business requirements into design, data and specifications managing team, IT, business services and related vendors who are responsible for the development and deployment of the reports.
- Manage process for ad-hoc analytics and content delivery and streamline fragmented efforts.
- Drive governance around building data as a service on modern data/analytics/BI solutions
- Maintain understanding of the type of analytical solutions and insights that different business functions benefit from
- Collaborate with IT teams for infrastructure and platform needs. Creation of documentation, including Business Requirements, Design documents, etc.

Essential Requirements:

- BS in Biology, Mathematics, Statistics, Computer Science, Engineering, Analytics, Business, or other technical degree. MS or MBA preferred.
- Experience in building large data warehouses/ data marts. Should be proficient in relational and dimensional modeling. Experience in Snowflake is a plus.
- 15+ years ' experience in successfully data/analytics/BI initiatives in industry/consulting setup
- Advanced knowledge and hands-on development experience on tools, dashboards, and software like Snowflake, DataIKU, Data Bricks, Qlik, Alteryx, R, SAS and Python. Consulting experience a plus

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mission and join us!

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

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部门
Operations

Business Unit
CTS

地点
India

站点
Hyderabad (Office)

Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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



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