

Business Analyst Manager

Job ID
REQ-10035307

4月 25, 2025

India

摘要

Ideal candidate is expected to have a hands-on experience in solving complex and critical business problems, engage with a cross functional stakeholder group and business functions, formulate integrated analytical approach to mine data sources, understand statistical methods and machine learning & AI approaches to discover actionable insights for field force

About the Role

Position Title: Manager - Business Analyst

Location - Hyd-India #LI Hybrid

Role Purpose

This role is part of Business Services International team at Novartis and Ideal candidate is expected to have a hands-on experience in solving complex and critical business problems, engage with a cross functional stakeholder group and business functions, formulate integrated analytical approach to mine data sources, understand statistical methods and machine learning & AI approaches to discover actionable insights for field force.

Your responsibilities include but are not limited to

- Support delivery of AI driven call plan for field force while working in collaboration with multiple stakeholders across various Novartis organizations with a focus on field strategy, deployment, and enterprise analytics, including:
- Lead hypothesis generation and other workshops to identify the business drivers and provide support to data engineering and data science team to translate business rationale into AI / ML modelling requirements.
- Manage the Sales Force Effectiveness team or lead a key process/service within the team -Setup infrastructure and systems in close alignment with Regional Commercial Excellence team (CRM, Analytics, Dashboards, Insights, etc.)
- Execution and tactic effectiveness studies, quantifying impact using established strategic hypotheses, advanced analytics approaches, and consultative skills to synthesize results and communicate findings.
- Responsible for the discussion and presentation of the AI call plan evolution, insights, rationale, and outcomes to business (sales and TA teams)
- Ability to go in-depth into the data, identifying data anomalies, gaps, preparation of storyline in PowerPoint for presentation to senior Brand leadership. Strong reasoning, analytical and storytelling skills are crucial for effective execution of this role.
- Ensure the timely delivery of high-quality outputs to business stakeholders and ensuring meeting all AI call plan milestones.
- Maintain exemplary communication within the program team including data engineers, data scientists, program leadership, and all required business stakeholders.
- Support team operations by completing project documentation, post-project activities, and the creation of SOPs, along with ensuring compliance in SNOW and other Ops processes.

What you ' ll bring to the role:

- Experience in three or more of the following areas (along with ability to translate the business requirements for data science and data engineering teams and provide business narrative of data science outcomes to the sales and brand teams)
- Hands-on experience with sales data, field engagement data, call plan process, Omnichannel engagement planning (Must have). Opportunity assessment and customer prioritization (Must have)
- Resource optimization, field size and structure design (Must have). Call Planning and sound understanding of field engagement processes and commercial datasets (Must have). Extensive experience in developing and scaling data science products at enterprise level and agile product development methodologies (Preferred)
- Understanding of algorithm design, development, optimization, scaling, and applications with an ability to create reusable data science assets as service (Preferred). Tactic and execution

effectiveness measurement

- Act as a Sales Force Effectiveness business partner to the sales leaders by designing & implementing Sales Force Effectiveness deliverables including measuring product access and sales performance, segmentation & Targeting, account planning, incentive calculation, CRM system management & creating insights through market analytics.
- Contribute to the definition of a roadmap on how to excel through sales effectiveness and efficiency in the future. Track all relevant KPIs and sales performance in a standardized manner and be able to comply with future requirements of the market.
- Improve quality and transparency of resource allocation decision making by targeting and segmentation, territory design/ alignment, Field Force capacity planning, product allocation, call plan design and monitoring, account planning and customer acquisition strategies and action plans, performance measurement, monitoring and Field Force ROI analysis
- Maintenance of CRM system including data extraction and monitoring KAM standards. Drive the systematic generation of insights and generating recommendations for the business. Ensuring the compilation and monthly analysis of market data
- Ensure high data quality and utilization -Implement standardized Sales Force Effectiveness systems, tools, analytics, performance dashboards and quantitative and qualitative KPIs -Manage Field Force productivity
- Align strategic company and Business Unit objectives with sales and promotion plans and incentive schemes. Support projects for the business unit that involve resource allocation (e.g. launch planning)
- Reporting of technical complaints / adverse events / special case scenarios related to Novartis products within 24 hours of receipt -Distribution of marketing samples (where applicable)

Desirable Requirements:

- Graduate degree in an analytical field/ Life Sciences/ Medicine/ Science & Technology / advanced Statistics.
- Experience (8+ years) in functional/business consulting projects for pharmaceutical companies and ability to work independently. Hands on to commercial (must), medical, patient services and market access functions.
- Open to work in shifts and experience of working in a matrix and geographically dispersed environment with exceptional communications skills to engage senior stakeholders & influence decision-making.
- Strong analytical thinking with excellent problem-solving approach and high learning agility. Proactive and results-focused, with proven ability to provide insights to increase productivity.

Why Novartis

Our purpose is to reimagine medicine to improve and extend people ' s lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us!

Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

You ' ll receive: You can find everything you need to know about our benefits and rewards in the Novartis Life

Handbook.

<https://www.novartis.com/careers/benefits-rewards>.

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our

career opportunities, Join the Novartis Network here:

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

Commitment to Diversity & Inclusion:

Novartis embraces diversity, equal opportunity, and inclusion. We are committed to building diverse teams, representative of the patients and communities we serve, and we strive to create an inclusive workplace that cultivates bold innovation through collaboration and empowers our people to unleash their full potential.

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>

部门
Operations

Business Unit
Universal Hierarchy Node

地点
India

站点
Hyderabad (Office)

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

Functional Area
Sales

Job Type
Full time

Employment Type
Regular

Shift Work
No

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Accessibility and accommodation

Novartis is 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 recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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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