

Director, Marketing & Digital Data Solution

Job ID
REQ-10014828
Oct 10, 2024
India

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

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:

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

Role Requirements

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?

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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

Operations

Business Unit

CTS

Location

India

Site

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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