

# Assoc. Dir. DDIT US&I BP Americas

Job ID  
REQ-10032481  
Dec 13, 2024  
Mexico

## Summary

#LI-Hybrid

The Business Partner for Marketing and Customer Engagement in Latin America and Canada drives and ensures that IT global and local (where applicable) demand is captured from business and collaborates with other IT functions to ensure quality services are delivered to stakeholders as per agreed service descriptions.

This role acts as the Product Country Lead, responsible for product lifecycle in close partnership with the Global Product Line Lead and Business Product Owner.

## About the Role

### Key Responsibilities:

- Lead Demand shaping, Portfolio management and interact with global Product teams.
- Drive forward thinking and innovation within business with respect to tech driven business capabilities and processes, leading conversation with consulting mindset together with other Data Digital and IT function.
- Accountable for Program, project & product delivery with Business to drive Business transformation Programs enabled by technology, co-own transformation outcomes Measure and drive business value of transformation initiatives underpinned by Programs, Projects, Products of Marketing and Customer Engagement in Latin America and Canada.
- Business Stakeholder management of Marketing and CE of Latin America and Canada Region. Serves as point of escalation, review and approval for key issues and decisions
- Promote commercial business regional communities to share best practices to enable a new channel with region. Support the business to understand their choices to manage technology costs.
- Contribute to the definition of the operational objectives and medium-term planning according to the long-term plans established by the IT strategy
- Articulate the local market business strategy and customer experience. Understands and contributes to the Product vision and roadmap with the Product Line Lead and Business Product Owner

### Main Requirements:

- Bachelor's degree in engineering/ sciences or relevant technical experience.
- Solid understanding of Marketing and Customer Engagement landscape.
- Business Partner experience for at least 5 years.
- Experience in managing projects in Salesforce (CRM and Marketing cloud), Mobile Apps and Drupal (preferable)

- Experience in commercial area projects, marketing, sales pharmaceutical with multiple countries (preferable)
- Requirements Definition & Management Analytical Thinking and Financial Modeling Stakeholder identification & mapping
- Experience in project management models and techniques. Agile experience (preferable)
- Excellent communication and collaboration skills, with the ability to work effectively with cross-functional teams
- IT Strategy & Planning Business Analysis

**Commitment to Diversity and Inclusion:**

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

**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>

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Division

Operations

Business Unit

CTS

Location

Mexico

Site

INSURGENTES

Company / Legal Entity

MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.

Functional Area

Technology Transformation

Job Type

Full time

Employment Type

Regular

Shift Work

No

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