

# Executive Director, Omnichannel Enablement Products

Job ID  
REQ-10033631  
Dec 16, 2024  
Switzerland

## Summary

The Executive Director, Omnichannel Enablement Products, is a key member of the Marketing Technology team within the Commercial and Launch Strategy, International organization. The MarTech team is dedicated to defining, delivering, and scaling the right technology products that empower international countries and regions to create and deploy high-value customer experiences and engagement.

This role involves overseeing the strategic direction, team management, and optimization of web products, content enablement capabilities, and AI-powered content solutions. It bridges product management, ecosystem integration, and innovation leadership to deliver scalable, efficient, and impactful content strategies globally.

In this role, you will adopt a customer-first mindset and possess a strong understanding of Omnichannel and Content Enablement technologies and strategies for Pharma. This includes incorporating AI to develop high-quality content creation in both Commercial and Medical functions, with Medical and Legal Review (MLR). The ideal candidate will have expertise in these capabilities, along with excellent analytical, organizational, and communication skills to translate business problems and insights into strategies for commercial excellence.

## About the Role

### Major Accountabilities:

- Develop, deliver, and maintain internal and external omnichannel, web, and content solutions that enable best-in-class user productivity. Support day-to-day operations by developing scalable processes and ensuring best practices are maintained. Critical to success is the ability to understand and optimize the movement of data across these systems.
- Ensure a feedback loop with Marketing, Sales, Analytics, and Technology stakeholders to understand goals and gaps, and develop new engagement strategies that advance goals.
- Partner with enterprise IT and US product owners to fully leverage internal tools and platforms; ensure adoption, utilization, and change management across all International markets.
- Define KPIs and metrics in complexity reduction, improved customer experience delivery, and speed to market.
- Evangelize and elevate the role of omnichannel marketing to fuel customer experience excellence.
- Define the strategic roadmap for web platforms, aligning with broader MarTech objectives.
- Ensure platforms deliver exceptional user experiences and align with global and local needs.
- Oversee content enablement strategies (DAM, Content Planning, AI Approval/MLR, AI Generation and

Authoring) to accelerate the creation, localization, and personalization of content.

- Enable seamless collaboration and integration across platforms to build a unified content ecosystem.
- Drive AI-powered initiatives to improve content efficiency, personalization, and compliance:
  - Assess and prioritize key AI use cases to enhance content workflows and reduce manual efforts.
  - Establish KPIs and analytics frameworks to evaluate the impact and efficiency of AI-driven content solutions.
  - Continuously explore emerging technologies to maintain a competitive edge in digital content strategies.
- Be a thought leader on omnichannel strategies and performance from a technology perspective; serve as a change agent in delivering International/CLS goals; ensure buy-in from Field on concepts and future-state Field operations.

### **Essential Requirements:**

- Over 12 years of experience in developing end-to-end globally scaled web, content, and omnichannel solutions and services to support business performance, with demonstrated results.
- Proficiency in lead nurturing, management, and loyalty/adherence to drive connected customer experiences.
- Previous experience as a Platform/Product Owner for complex global organizations in the Life Sciences industry, with proven results.
- Expertise in omnichannel and automation systems, including strong working knowledge of web architecture and experience with DAM, MRM (FUSE/Aprimo) workflow tools and processes (production, MLR, etc.).
- Ability to understand and co-lead technical platform/capability integrations and requirements processes to drive a compliant, competitive approach for the enterprise.
- Experience in platform strategy and management, with the ability to deliver solutions using Agile methodology and integrate platforms and technologies into core business processes and standards.
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### **Desirable Requirements:**

- Passionate about building great solutions and solving customer and business problems.
- Demonstrated ability to synthesize information to develop recommendations and strategies.
- Able to navigate and lead through ambiguity with data-driven decision-making.
- Embraces a collaborative and open partnership mindset.
- A growth mindset that embraces learning by doing.
- Organizational savvy and a change enabler.
- Excellent written and verbal communication skills.
- Strong analytical, strategic, time management, and negotiating skills.
- Ability to inspire extended teams to deliver with excellence.
- Effective at influencing and aligning strategies with markets and stakeholders.

### **Location:**

This role can be based in Basel CH, Dublin IE or London UK. Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

### **Benefits:**

Read our handbook to learn about all the ways we'll help you thrive personally and professionally: [Novartis Life Handbook](#)

## **Commitment to Diversity & Inclusion:**

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

## **Accessibility and accommodation:**

Novartis is committed to working with and providing reasonable accommodation to all individuals. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to receive more detailed information about the essential functions of a position, please send an e-mail to [inclusion.switzerland@novartis.com](mailto:inclusion.switzerland@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

## **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>*

**Join our Novartis Network:** *If this role is not suitable to your experience or career goals but you wish to stay connected to learn more about Novartis and our career opportunities, join the Novartis Network here: <https://talentnetwork.novartis.com/network>*

**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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**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

International

Business Unit

Innovative Medicines

Location

Switzerland

Site

Basel (City)

Company / Legal Entity

C028 (FCRS = CH028) Novartis Pharma AG

Alternative Location 1

Dublin (NOCC), Ireland

Alternative Location 2

London (The Westworks), United Kingdom

Functional Area

Marketing  
Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
No  
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