

# ED, Chief Product Owner, Marketing Automation

Job ID

REQ-10015459

Ago 13, 2024

Estados Unidos

## Resumen

Location: Remote #LI-Remote Novartis' Marketing Automation team sits within the MarTech Product Management organization which includes the following product lines: Content Enablement, Web, Social, Field CRM, Marketing Automation, UX Design & Research along with the Marketing Innovation Lab. The MarTech Product Management organization is accountable for the product lifecycle, leveraging data and technology to meet business goals and customer needs. With an agile approach and an enterprise mindset, the MarTech Product Management leadership team is leading transformational change. About the Role: The Executive Director, Chief Product Owner, Marketing Automation is responsible for creating a unified product strategy, roadmap and key metrics across all product areas of the Marketing Automation product ecosystem within the Integrated Marketing & Customer Experience organization. This role will partner with US Marketing Strategy, Customer Engagement and Customer Experience, UX Design and UX Research Lead(s), Insights & Data Science (IDS), Data, Digital & IT (DD&IT) and other internal teams to design customer-centric, unified strategies that meet business and stakeholder requirements. The role is accountable for ensuring effectiveness and accessibility of the product and technology strategy, transforming how Novartis benefits from marketing technology products by unlocking user value, and creating effective and advanced marketing and customer-facing campaigns.

## About the Role

### Key Responsibilities:

- Establish and lead the development of a comprehensive Salesforce Ecosystem product strategy inclusive of a 3-year product roadmap for Marketing Automation, articulating a clear vision, mission and set of objectives, aligned to broader business objectives
- Serve as single point of contact, managing stakeholders and representing the product line at Product Council, Steering Committee, and Customer Advisory Board meetings
- Oversight of the Salesforce suite of products (Marketing Cloud Engagement, Marketing Cloud Personalization, Data Cloud, and Marketing Cloud Intelligence)
- Act as the Salesforce Ecosystem marketing evangelist, educator and consultant to executive leadership and key stakeholders
- Lead annual planning, budgeting, contract and vendor management and resourcing for the product line
- Manage risk and interdependencies for the product line and across product lines, including overlaps between product backlogs
- Drive the delivery of a cohesive and seamless technology eco-system, working in close partnership with the Data, Digital & IT organization
- Mature the Marketing Automation product team mindset and agile ways of working

- Establish OKRs and continuously evaluate progress against objectives for ongoing optimization, for improvements in effectiveness, efficiency, compliance and user experience
- Support solution delivery responsibilities (e.g., opportunity assessments and prioritization, budgeting & planning, status reporting, management of issues, risks, decisions and actions across technology solutions, communications, and resource management)

This position can be based remotely anywhere in the U.S. (there may be some restrictions based on legal entity). Please note that this role would not provide relocation as a result. The expectation of working hours and travel (domestic and/or international) will be defined by the hiring manager. This position will require 25% travel.

### **What You'll Bring to the Role:**

**Education:** Bachelor's degree in related field is required; Master of Science or MBA preferred

### **Essential Requirements:**

#### **Experience:**

- Minimum of 7 years of related technical experience in Product Management, or similar, with multi-functional experience in Pharmaceutical or Healthcare industries preferred
- Experience building and enabling the Salesforce Ecosystem for large enterprises.
- Proven history of developing and implementing successful Salesforce product strategies
- Minimum of 5 years of experience in operating effective marketing technology configurations and integrations that drive performance and enable effective customer engagement and marketing activities
- Relevant experience in transforming the businesses through next generation engagement and related product management operations
- Understanding of regulatory, compliance, privacy and legal guardrails and policies
- Effective cross-functional collaboration with various stakeholders and teams including Product, Technology Transformation, Communications, Privacy, Legal, Regulatory, Compliance and Global
- Detail-oriented with the ability to manage multiple tasks, priorities and deadlines

**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>

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

**Benefits and Rewards:** Read our Novartis Life Handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

The pay range for this position at commencement of employment is expected to be between \$233,600 and \$350,400/year; however, while salary ranges are effective from 1/1/24 through 12/31/24, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans

will be provided if an employee receives an offer of employment. If hired, employee will be in an “at-will position” and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

**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>

**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:

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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>

#### **EEO Statement:**

The Novartis Group of Companies are Equal Opportunity Employers who are focused on building and advancing a culture of inclusion that values and celebrates individual differences, uniqueness, backgrounds and perspectives. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status. We are committed to fostering a diverse and inclusive workplace that reflects the world around us and connects us to the patients, customers and communities we serve.

#### **Accessibility & Reasonable Accommodations**

The Novartis Group of Companies are 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 application process, or to perform the essential functions of a position, please send an e-mail to [us.reasonableaccommodations@novartis.com](mailto:us.reasonableaccommodations@novartis.com) or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

División

US

Business Unit

Innovative Medicines

Ubicación

Estados Unidos

Sitio

Remote Position (USA)

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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