

# Customer Experience & Digital Head

Job ID  
REQ-10029029  
Nov 14, 2024  
España

## Resumen

~ Responsable de idear e implementar soluciones funcionales de marketing que impulsen una escala e impacto tangible. Proporcionar habilidades de liderazgo de pensamiento y experiencia en la configuración de marcas y / o estrategias de nuevos productos para una franquicia, así como la gestión directa de la línea de un equipo de Brand Insights para ofrecer análisis tácticos y estratégicos para la cartera. Diseñar, coordinar, apoyar las decisiones comerciales de negocios identificar posibles oportunidades de mercado. Para apoyar el crecimiento sostenible en la región, así como para aprovechar las sólidas capacidades de ejecución comercial, proporcionar experiencia en áreas específicas como Excelencia Comercial, Digital y Lanzamientos, al tiempo que ayuda a coordinar y aprovechar la ejecución de planes comerciales e iniciativas de crecimiento en toda la región.

## About the Role

**Your key responsibilities will include but are not limited to:**

- Lead team of CE & Digital BP and the Customer Experience Hub.
- Drive performance of the Spain business (top and bottom line for all TAs, Medical and Access) through systematization and optimization of performance monitoring and the use of data analytics insights.
- Design, coordinate, support commercial business decisions to identify potential marketplace opportunities.
- Lead the development and implementation of customer experience strategy and tactics across all Spain IM units (Access, Medical and TAs) that drive a scalable and tangible impact.
- Drive customer value (Net Promoter Score) and HCPs engagement execution
- Responsible for Digital and Customer Experience P&L.
- Provides strategic leadership and alignment with cross-functional functions (TAs, Medical and Access).
- Works closely with regional and global relevant teams to co-create and secures Spain needs and priorities are covered in customer experience strategy and tactics.
- Be a contributing member of the Business Excellence & Customer Engagement Leadership Team in the building of a high-performing team.

## Essential Requirements:

- Solid experience in leading business roles in Marketing and Sales at local, regional and global level.

- Solid experience in driving performance in Business Excellence roles.
- Experience in creating customer experiences and driving digital transformation in the organization (e.g. omnichannel, SFMC).
- A track record of managing and leading people and teams within the pharmaceutical industry.
- International experience.
- Collaborative and enterprise mindset (e.g. Cross-TA experience).
- Excellent interpersonal and communication skills.

**Languages:**

- Local language: fluent written and spoken
- English: fluent written and spoken

**Benefits and Rewards:**

Company Pension Plan, Life and Accidental Insurance, Meals Allowance or Canteen in the office, Flexible working hours. Read our handbook to learn about all the ways we'll help you thrive personally and professionally: [Novartis Life Handbook](#)

**Commitment to Diversity and Inclusion / EEO**

Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients 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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División

International

Business Unit

Innovative Medicines

Ubicación

España

Sitio

Barcelona Gran Vía

Company / Legal Entity

ES06 (FCRS = ES006) Novartis Farmacéutica, S.A.

Alternative Location 1

Madrid Delegación, España

Functional Area

Márketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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