

# Manager - Brand Operations Lead

Job ID  
REQ-10054670  
Jul 01, 2025  
India

## Summary

The Brand Field CRM Ops Lead is responsible for driving CRM and Alignment product enablement, enhancement, and operational execution for a specific brand or therapeutic area. This role plays a pivotal part in ensuring that the brand team's evolving Field CRM needs are met, enabling them to deliver a seamless, world-class user experience. Additionally, the Brand Ops Lead will co-manage CRM/JAMS operations in close collaboration with the Support Team for the brand, ensuring alignment across initiatives and operational excellence

## About the Role

### Key Responsibilities:

- Manage CRM and Alignment operations for the assigned brand
- Act as Project Manager for CRM/ZAIDYN product development, enhancements, and data integration for the brand
- Taking interviews with the business leads for requirement gathering and do UI/UX wireframe review with developers
- Lead testing efforts for CRM enhancements/releases impacting the brand
- Maintain a release roadmap and asset tracker for the brand, including CLM content
- Coordinate with brand teams/SPOCs to gather input for CRM enhancements and data enablement needs
- Liaise with upstream and downstream teams to align on data/integration requirements
- Collaborate with CRM Product, Alignment, Testing Leads, and Support Team for knowledge transfer and operational support
- Ensure necessary DQs are created for CRM/JAMS operations and enhancements specific to the brand
- Handle ad-hoc brand-related CRM requests in coordination with the Support Team

### Essential Requirements:

- Overall, 7-8 + years of experience working on Field CRM (i.e. SFDC, Veeva platforms)
- B Tech / B Sc. or any other equivalent graduation. • Preferably Salesforce Admin certified
- Good understanding and experience in Pharma Field Operations and their impact on field effectiveness
- Analytically adept in enabling data-based decision making to brands • Strong communication and interpersonal skills

- High attention to detail with a strong focus on quality

Desired Requirement:

- Prior experience in US Field Operations teams in pharma industry
- Good understanding of broader content management systems
- Demonstrated ability to work independently and manage tasks without supervision
- UI/UX skills preferred

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Division

US

Business Unit

Universal Hierarchy Node

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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[diversityandincl.india@novartis.com](mailto:diversityandincl.india@novartis.com) and let us know the nature of your request and your contact information.

Please include the job requisition number in your message.

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