

Executive Director BSI Field Excellence Operation

Job ID
REQ-10054596
Jun 30, 2025
India

Summary

The Executive Director, BSI Field Excellence Operations, is accountable for shaping and executing the strategic vision across Incentive Compensation, Field Design & Deployment, Campaign Management, Territory Planning and RLT Operations. This role demands deep technical expertise in commercial operations, the ability to influence cross-functional stakeholders in CLS, and the authority to make high-impact decisions that drive business performance across geographies.

The incumbent will lead a team of subject matter experts and operational leaders, ensuring the design and delivery of scalable, data-driven solutions that enhance field force effectiveness and customer engagement. With oversight of complex systems and processes, the Executive Director will champion innovation, automation, operational excellence, and continuous improvement, while fostering a culture of accountability and capability development.

About the Role

Location – Hyderabad #LI Hybrid

Major Accountabilities:

Incentive Compensation

- Design and implement effective incentive compensation plans that align with business objectives and drive desired behaviors.
- Calculate, report, simulate, and benchmark incentives to ensure accuracy and competitiveness.
- Conduct above-country analytics to identify trends and opportunities for improvement in incentive compensation.
- Perform health checks and diagnostics to ensure the integrity and effectiveness of incentive compensation programs.
- Manage sales performance through strategic incentive compensation initiatives.

Field Design & Deployment

- Develop and execute segmentation and targeting strategies to optimize field force efforts.
- Determine the optimal size and structure of the field force to meet business needs.
- Design and align territories to maximize coverage and efficiency.

- Manage and refine call plans to ensure effective customer engagement.
- Provide recommendations for people mapping to ensure the right talent is in the right roles.

Field Capability Development

- Conduct field engagement capability workshops to enhance field force skills.
- Assess field capability through village assessments and provide actionable insights.
- Deliver adoption-focused product training to ensure field force proficiency.

-Campaign Management

- Design impactful campaigns that drive business objectives and customer engagement.
- Execute campaigns using SFMC Journey Builder to ensure seamless delivery and tracking.

-RLT Operations

- Manage data to ensure accuracy and accessibility for decision-making.
- Generate and distribute reports to provide insights into business performance.
- Conduct customer analytics to understand behaviors and preferences.
- Perform supply analytics to ensure efficient and effective supply chain operations.

Functional Skills and Knowledge:

- Sales Force Effectiveness (SFE) Expertise
- Business Partnering & Strategic Planning
- Data-Driven Decision Making
- Digital & Platform Fluency
- Program & Project Management
- Team & Capability Development
- Communication & Influence
- Governance & Compliance

Essential Requirements:

Strategic and Technical Expertise

- 15+ years of experience in commercial operations within the life sciences or pharmaceutical industry, with a strong focus on Sales Force Effectiveness (SFE), Incentive Compensation, Field Deployment, and Campaign Management
- Proven ability to lead cross-functional enablement strategies that align with enterprise-wide goals, particularly in matrixed, global environments.

- Deep understanding of data-driven decision-making, including IC analytics, territory alignment, segmentation, and customer engagement optimization.

Leadership and Oversight

- Demonstrated success in leading large, geographically dispersed teams, including direct and indirect reports, with a focus on capability building and performance management
- Experience in governance and operational oversight, including budget ownership, resource planning, and productivity management
- Ability to influence and collaborate with senior stakeholders across enabler organizations and business units.

Program and Change Management

- Strong background in program management, including the design and execution of transformation initiatives across commercial operations
- Experience managing AI-related projects and integrating emerging technologies into business processes is increasingly valued
- Managing scale and efficiency in delivering high quality services

Global and Regional Exposure

- Familiarity with Rest of World (RoW) operations and the ability to tailor strategies across diverse markets, especially outside the US
- Experience working with similar global service organizations is highly advantageous.

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>

You'll receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

Commitment to Diversity and Inclusion:

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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>.

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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

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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Accessibility and accommodation

Novartis is 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 recruitment process, or in order to perform the essential functions of a position, please send an e-mail to 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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