

# Head of Marketing Platform

Job ID  
REQ-10055822  
Jun 26, 2025  
Spain

## Summary

#LI-Hybrid  
Location: Barcelona, Spain

Novartis aims to be a leader in Data, Analytics, AI & Platforms (DAP). We are looking for a motivated leader for the Marketing Platform team to manage solutions for international, regional, and country levels (IRC) and drive commercial activities. This role involves partnering with Data, Analytics, AI & Data Science, CLS teams, IRC, S&G, DDIT, BSI, and others to scale valuable marketing platform solutions across Novartis's commercial value chain.

The leader will govern centralized and multi-tenant marketing platforms for IRC, ensuring excellence in customer engagement and commercial processes. They will lead a team of experts, stay updated on industry practices, and collaborate with DDIT to deploy technology strategies at scale.

Apply now to join us in driving innovation and excellence in marketing platforms at Novartis!

## About the Role

### Key responsibilities :

- Responsible for implementing Marketing Platform governance, operations, resource prioritization, budget, recruitment and work planning.
- Oversee the excellence in the definition, execution and operations of the marketing platform solutions that drive customer engagements.
- Monitor efficiencies of the Marketing Platforms, and measure impacts of the business operations and decision-making processes.
- Responsible for all the organizational aspects of the Marketing Platform team ensuring that the mission is carried out effectively.
- Gather business requirements, visions and strategies from the business process owners from CLS, IRC, S&G, and translate into tactical executions across the Marketing Platform ecosystem.
- Contribute to define the DAP strategy, creating Marketing Platform team objectives and tactics, while ensuring their efficient delivery
- Work closely with country teams to carefully customize the marketing platforms for local needs while preserving standardization for implementation at scale and speed.
- Partner with Data, Analytics, AI & Data Science, other CLS teams, IRC, S&G, DDIT, BSI, and other commercial teams to identify key opportunities and issues to drive tangible business impacts.
- Lead a team of marketing platforms experts with deep data expertise and understanding of Pharma use cases.

- Accountable for implementing, governing and scaling centralized multi-tenant marketing platforms for IRC.
- Collaborates with ethical, legal, and compliance teams to apply governance, risk minimization and appropriate use based on platform for fully compliant procurement, data protection & consumption while maximizing automation and integration with the tech, data and analytics ecosystems.
- Accountable and responsible to plan and manage budget, resources, timelines of the solutions lifecycles and change management.
- Keep abreast of the latest thinking and best-in-class practices for marketing platforms within the industry.

### **Essential Requirements :**

- Graduate degree (ideally MSc/PhD) in a quantitative field (IT, Marketing Analytics, AI, Data Science, Bioinformatics, Engineering, Mathematics, Statistics, etc.)
- 10+ years of experience in technology, data, analytics, IT, or a similar role
- 5+ years of Marketing Infrastructure, Pharmaceutical/Biotech/Healthcare and Consumer experience in analytics. Deep hands-on understanding of pharma data sets and use cases
- 5+ years of managing and leading marketing platform teams with a passion for coaching, developing, and mentoring others
- Strong understanding of end-to-end pharma value chain commercialization process, and experience with field analytics, marketing, and sales analytics
- Experience with Agile ways of working

### **Desirable Requirements:**

- Hands-on and leadership experience in data, tech and analytics environments
- Experience in deploying commercial platforms with big and cloud data architectures
- Ability to independently conduct various analytics on pharma commercial data,
- Experience in building AI solutions embedded in marketing platforms such as, CRM, SFMC, Web ecosystems, social media, etc.
- Recognized externally as a marketing platform leader via publications, external presentations, etc.

**Benefits and Rewards Spain:** Company Pension Plan; Life and Accidental Insurance; Meals, Allowance or Canteen in the office; Flexible working hours.

### **Commitment to Diversity and Inclusion / EEO paragraph:**

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>

**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:

<https://talentnetwork.novartis.com/network>

**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>

International  
Business Unit  
Innovative Medicines  
Location  
Spain  
Site  
Barcelona Gran Vía  
Company / Legal Entity  
ES06 (FCRS = ES006) Novartis Farmacéutica, S.A.  
Functional Area  
Marketing  
Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
No  
[Apply to Job](#)

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

Job ID  
REQ-10055822

## Head of Marketing Platform

[Apply to Job](#)

---

**Source URL:** <https://prod1.id.novartis.com/id-en/careers/career-search/job/details/req-10055822-head-marketing-platform>

### List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. <https://www.novartis.com/careers/benefits-rewards>
4. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Barcelona-Gran-Va/Head-of-Marketing-Platform\\_REQ-10055822-1](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Barcelona-Gran-Va/Head-of-Marketing-Platform_REQ-10055822-1)
5. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Barcelona-Gran-Va/Head-of-Marketing-Platform\\_REQ-10055822-1](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Barcelona-Gran-Va/Head-of-Marketing-Platform_REQ-10055822-1)