

# Director Omnichannel Platforms

Job ID

REQ-10055841

Jul 01, 2025

Spain

## Summary

Novartis ambition is to be a recognized leader in Data, Analytics, AI & Platforms (DAP). The DAP group seeks a highly motivated leader for the Omnichannel Platforms. This role is aimed to enable & manage digital marketing platforms solutions for international, region and countries (IRC) to support and drive the commercial activities.

This role works in partnership with Data, Analytics, AI & Data Science, and other Commercial Launch Strategy (CLS) teams, International, Region & Countries (IRC), Strategy & Growth (S&G), Data, Digital & IT (DDIT), Business Solutions International (BSI), and others to scale impactful and valuable marketing platforms solutions across the commercial value chain of Novartis.

This leader will be responsible and accountable to enable and govern centralized & multi-tenant digital marketing platforms for IRC to provide excellence in customer engagement and commercial processes. The role will be driving the omnichannel orchestration platforms in close collaborations with DDIT, BSI and IRC. Responsible for devising and implementing digital marketing platform solutions that drive a scale and tangible impact.

Provide 'Thought Leadership' abilities and expertise in shaping omnichannel solutions for brands strategies, customer journeys and campaigns management. Design, coordinate, support commercial business decisions identify potential marketplace opportunities. Support commercial plans, marketing campaigns executions and growth initiatives across the IRC, enabling digital platforms.

## About the Role

**Location:** Barcelona, Spain #LI-Hybrid

### Key Responsibilities:

- Responsible for implementing omnichannel platform governance, operations, resource prioritization, budget, and work planning.
- Oversee the excellence in the definition, execution and operations of the orchestration of the digital platform solutions that drive customer engagements.
- Monitor efficiencies of the digital marketing platforms, and measure impacts of the business operations and decision-making processes.
- Gather business requirements, visions and strategies from the business process owners from CLS, IRC, S&G, and translate into tactical executions across the digital marketing ecosystem.
- Contribute to define the DAP strategy, creating omnichannel platform objectives and tactics
- Work closely with country teams to carefully customize the orchestration of the digital 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.
- 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.
- Strong understanding of end-to-end pharma value chain commercialization process, and experience with marketing and sales analytics.
- Experience with Agile ways of working.

### **Desirable Requirements:**

- Hands-on and leadership experience in data, tech and analytics environments, with experience in building AI solutions embedded in marketing platforms such as, CRM, SFMC, Web ecosystems, social media, etc
- Experience in deploying commercial platforms with big and cloud data architectures, with ability to independently conduct various digital platforms on pharma commercial data.

### **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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**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

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

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2. <https://www.novartis.com/about/strategy/people-and-culture>
3. <https://talentnetwork.novartis.com/network>
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