

# Director, Customer Insights & Segmentation

Job ID  
REQ-10019529  
Sep 03, 2024  
Schweiz

## Summary

As a Customer Segmentation & Insights Director at Novartis, you will be responsible for integrating data and research to understand customer behaviors, design behavior changes recommendations, and develop meaningful segments based on attitudes and adoption ladder stages. This hands-on role requires expertise in segmentation development, customer insights, or behavior change design.

This role is based in Basel, Switzerland or Dublin, Ireland. For external applications this role is opened only in Dublin, Ireland. Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

## About the Role

### Key Responsibilities:

- Responsible to gather, prep, mine and format customer information and data to analyze for meaningful insights and recommends.
- Define and maintain homogeneous audience segments across various markets to ensure consistent targeting and messaging.
- Develop customer segments based on attitudes and adoption ladder stages, providing clear insights for defining targeted messages and strategies.
- Integrated data and research then analyze related to consumer behavior, segmentation, behavior shifts, market trends, and closed loop campaign performance.
- Collaborate with local markets to implement segmentation and tactical execution.
- Partner with content and campaign teams to shape cross-channel content.
- Work with operations on customer engagement and behavior tracking.
- Partner with content and campaign teams to shape cross-channel content.
- Work with operations deliver closed loop on customer engagement and behavior tracking.
- Collaborate as part of a team to drive analyses and insights, shaping insights narratives that explain results and aid in more informed decisions and improved business performance.
- Partner to shape activation insights for markets that include but not limited to segmentation, A to B behavior shifts, channel mix, pre-post customer and business measurement guidance.

### Essential requirements:

- Proven experience in customer insights, segmentation design, behavioral science, or behavior change design.
- Knowledge of customer behavior dynamics and segmentation methodologies
- Strong analytical skills and research background. 1/4

- Excellent communication skills to effectively present findings and recommendations.
- Ability to work collaboratively with cross-functional teams.
- Demonstrate analytical principles, strong problem-solving skills, and attention to detail.
- Comfortable working with a team developing and presenting presentations using insights.
- Self-Starter that likes complex problems and innovate solutions.
- Translates insights into stories that are actionable and meaningful.
- Experience leading the design of business objectives, strategic plans, roadmaps, and management controls
- Experience working cross-functionally and exposure to senior business leadership
- Competitive and entrepreneurial mindset with proven track record of fostering innovation
- Successfully leveraging digital innovation to improve business outcomes and maximize customer value
- Bachelor's degree or above (ideal areas of study: Business Analytics, Econometrics, Behaviors science or Marketing

#### **Preferred requirements:**

- Problem solving supported by innovative thinking.
- Active listening, curiosity
- Storytelling
- Customer/result focus orientation with an entrepreneurial approach
- Ability to deliver high priority strategic projects.
- Ability to work independently with limited guidance.
- Ability to get rapidly up to speed and effectively mobilize internal resources.
- Able to manage multiple projects across disciplines/geographies/functional areas

#### **Benefits:**

Read our handbook to learn about all the ways we'll help you thrive personally and professionally: [Novartis Life Handbook](#)

#### **Commitment to Diversity & Inclusion:**

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

#### **Accessibility and accommodation**

Novartis is committed to working with and providing reasonable accommodation to all individuals. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to receive more detailed information about the essential functions of a position, please send an e-mail to [inclusion.switzerland@novartis.com](mailto:inclusion.switzerland@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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Division

Innovative Medicines International & Chief Commercial Office

Business Unit

Innovative Medicines

Standort

Schweiz

State

Basel-City

Site

Basel (City)

Company / Legal Entity

C010 (FCRS = CH010) Novartis International AG

Alternative Location 1

Dublin (Novartis Corporate Center (NOCC)), Irland

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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