

# Director, Process Effectiveness & Reporting

Job ID  
REQ-10001765  
Sep 03, 2024  
USA

## Summary

Location: East Hanover, NJ #LI-Hybrid

About the Role: As part of the Integrated Marketing Organization, this Senior Marketing Operations leader for content and process automation will spearhead the development and implementation of simplified/integrated processes to enhance efficiency and traceability within a highly regulated, dynamic, transforming organization. This key role will specifically deliver strategic oversight and expertise in a cross-functional model focused on integrating marketing technology data pathways, simplifying/automating processes & workflows, and operationalizing taxonomy critical to high quality inputs and outputs through the Material Approval Process (MAP) (aka Promotional Review or MLR) and Government Reporting Programs.

## About the Role

### Key Responsibilities:

- **Team Leadership** – Inspires, upskills, removes barriers, and creates clear accountabilities across a distributed team, leading co-located SMEs and globalized support teams. Functions include Audit Readiness, Lifecycle Management, and Process Management.
- **Audit Readiness** – Establish and execute plan to ensure working practices are being executed as expected in market; develop risk assessment and run state model.
- **Process Transformation** – Identify, plan, and implement capabilities that enable a measurable competitive advantage, reducing the time and effort of the material approval process while maintain highest compliance standards. Leverage standard methodologies and tools to support task reduction & effectiveness e.g. root cause analysis, Kaizen, Artificial Intelligence (AI), Lean manufacturing, etc.
- **Increase Capacity** – Help the organization make choices through clear KPIs and insights; establishing templates, standards, and self-service/data controls framework; enable consistency and self-sufficiency; identify what is essential; develop run state resource/operating model
- **Content Taxonomy & Metadata Optimization** – Represent US interests in data model for operational analytics, content taxonomy, information security, compliance reporting and integrations to ensure all government obligations are prioritized appropriately
- **Influence Leadership Priorities** – Conforming to the MAP and MarTech Governance Models, synthesize progress and risks to elevate to leadership at regular, pre-defined intervals; escalate appropriately; lead quarterly business review of MAP metrics and performance.
- **Data-Driven Decision Making**: Derive qualitative and quantitative insights to trigger process, system, and skills optimization; define problem statements, use cases and co-create solutions to increase automation and/or further reduce effort while actively mitigating risk
- **Foster an Enterprise View** – Scaling and Agile mindset and practice, integrate broader organizational

objectives, attach meaning in decisions and day-to-day activities, lead with a customer-first mindset

- **Inspire Positive Change** – Do not accept status quo. Seek to understand. Bring people along the journey to what's possible. Motivate people to deliver impact and do more fulfilling work.

This position will be located at the East Hanover, NJ site and will not have the ability to be located remotely. This position will require 10% travel as defined by the business (domestic and/or international). Novartis is unable to offer relocation support for this role; please only apply if this location is accessible for you.

### **What You'll Bring to the Role:**

**Education:** BA/BS degree in Information Systems, Data, Business, or Marketing; MBA or PharmD preferred

### **Essential Requirements:**

- 10+ years' experience in pharmaceutical/biotech and/or similar regulated industry
- 2+ years direct people leadership in a large, networked organization
- Working knowledge of FDA and Pharmaceutical regulatory and compliance guidelines on advertising and promotion
- Deep understanding of the creative development process
- MS Office Suite; Proficient in PowerPoint; Qlik, Tableau or PowerBI conversant
- Working knowledge of Digital Marketing Technology applications, e.g. Drupal, Salesforce Marketing Cloud, Veeva Vault PromoMats, Aprimo, Adobe Experience Cloud, etc.
- Deep understanding of Content Supply Chain capabilities and opportunities
- Expert project and process management with skills in Process Engineering, Compliance or Government Reporting
- Agile Scrum Product Owner or Lean Six Sigma Certified with knowledge of risk identification, mitigation, and management skills (CAPA)

### **Desirable Requirements:**

- Diverse background including consulting, marketing operations, org transformation or similar experience

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**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.

The pay range for this position at commencement of employment is expected to be between \$174,400 and \$261,600/year; however, while salary ranges are effective from 1/1/24 through 12/31/24, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an "at-will

position” and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

**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.

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Innovative Medicines US

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Innovative Medicines

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