

# AD - Market Engagement & Governance

Job ID  
REQ-10074008  
мар 13, 2026  
Индия

## Сводка

As Associate Director Market Engagement & Governance, you will serve as the strategic single point of contact for International regions and above-country stakeholders within Commercial and Launch Strategy (CLS). You will connect stakeholders with the most relevant teams across Business Solutions International (BSI), facilitate cross-functional collaboration within and beyond Commercial and Launch Strategy (CLS), and act as an escalation point for issue resolution.

Success in this role requires strong interpersonal and collaboration skills, active listening, and clear communication. You must be a proactive problem solver with the ability to translate stakeholder priorities into actionable activities that resonate across global and local contexts. Collaborating with global cross-functional and local teams will be essential to ensuring alignment with enterprise objectives, innovating engagement models, and enhancing the overall customer experience.

## About the Role

## Key Responsibilities

### Market, Region and above Country Engagement

- Serve as the primary contact for top markets, regions, and above-country teams to gather, prioritize requests via structured demand governance, and ensure requirements are reflected in solutions globally provided.
- Develop and execute market and regional engagement strategies that enable high-value customer experience through BSI solutions.
- Ensure stakeholder needs are addressed by the appropriate teams, facilitating connections across CLS, markets and cross-functional teams as needed.
- Act as an escalation point for issue resolution and monitor the implementation and satisfaction of delivered solutions.
- Ensure priorities and objectives of BSI teams are fully aligned with International and CLS priorities, including respective resource and activity planning.
- Serve as the primary contact for enterprise initiatives (e.g. ICE, AI Strategy implementation, CRM of the Future) to oversee and govern resource allocation across team and functions

### Operational Excellence

- Maintain ongoing dialogue within BSI and with cross-functional teams in CLS, DDIT, Finance to assess satisfaction and identify improvement areas to achieve operational excellence
- Define and monitor KPIs for stakeholder engagement and Golden Standard Solutions, driving continuous performance optimization.
- Identify opportunities to leverage automation and Artificial Intelligence to increase productivity and implement them across operational processes.

### Competency Framework & Change Management

- Development of a cross-pillar competency framework within BSI.
- Drive change management activities to support operational excellence.

## Functional Skills and Knowledge

- Over 8 years of cross-functional experience in the pharmaceutical, healthcare, and other regulated industries
- Strong understanding of customer experience and commercial dynamics within pharma and healthcare sectors
- Previous experience in liaising with senior stakeholders and rapidly grasping stakeholder needs; adept at managing and prioritizing stakeholder demands
- Strong understanding of technology and confidence using digital & AI tools
- Experienced in navigating international and matrixed organizational environments
- Skilled in influencing senior leadership and driving alignment across functions
- Exceptional communication, interpersonal, and collaboration capabilities
- Demonstrated strengths in operational excellence and customer service delivery
- Fluent in English; additional proficiency in local languages of key markets is a plus

## Key Performance Indicators

- **Stakeholder Satisfaction Score:** Measures satisfaction levels of international and above-country stakeholders with BSI / CLS solutions and engagement.
- **Demand Fulfillment Rate:** Percentage of stakeholder requests successfully addressed through structured demand governance. (e.g. Ratio of completed vs. submitted requests within a defined timeframe).
- **Issue Resolution Time:** Average time taken to resolve escalated issues from stakeholders. (e.g Time from escalation to resolution logged in issue tracking systems).
- **Solution Adoption Rate:** Measures the uptake of BSI/CLS solutions across markets and with regular reporting of related solutions or service KPI's.

- **Cross-Functional Alignment Index:** Tracks the alignment between BSI teams and CLS/International priorities, measurable objectives and resource planning (Qualitative feedback from internal teams + measurable tracking of shared objectives and resource allocation)

## **Ideal Background**

- **Market and Regional Experience:** Proven track record operating across diverse international markets, with a strong understanding of local dynamics and commercial needs.
- **Healthcare Expertise:** Understanding of healthcare professional audiences and navigating healthcare systems, with fluency in their operational and strategic language.
- **Cross-Functional Commercial Insight:** Deep understanding of key roles and accountabilities within international commercial pharma setups, enabling effective translation of functional expertise into market-relevant strategies.
- **Customer-Facing Experience:** Demonstrated success in direct customer engagement, fostering strong relationships and driving impactful interactions.
- **Marketing & Sales Enablement:** Skilled in pharma marketing and sales capabilities with knowledge of sales and marketing enablement platforms such as Salesforce, Veeva CRM, and Digital Asset Management (DAM) systems. Capable of leveraging system data and AI tools to inform strategy and enhance performance
- **BSI Familiarity:** Well-versed in BSI solutions and organizational structures, with experience collaborating across top international markets and regional teams
- **AI Integration in Daily Work:** Proficient in using Generative AI tools (e.g., Microsoft Copilot, AI Agents) to automate tasks, improve efficiency, and support decision-making across commercial operations

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