

# Associate Director Omnichannel Platforms

Job ID  
REQ-10075288  
апр 13, 2026  
Испания

## Сводка

As Associate Director, Omnichannel Platforms, you will serve as Product Owner and lead integration across Omnichannel Platforms—unlocking new capabilities on the Salesforce Life Sciences Cloud platform across 90+ international markets. You will drive end-to-end process design, validate requirements, and partner closely with business and technology teams to deliver a successful global rollout and adoption

## About the Role

### Key Responsibilities

- Translate business needs into a clear, prioritized product backlog and actionable user stories.
- Validate functional designs and configurations against business requirements, ensuring harmonization with global standards and compliance expectations.
- Partner with cross-functional teams and stakeholders to define business processes and enable seamless integration across systems and channels.
- Provide subject-matter expertise across Marketing Platform modules, journey orchestration, engagement, and broader omnichannel capabilities.
- Shape backlog prioritization, sprint planning, and acceptance criteria in partnership with development and delivery teams.
- Review and validate system builds, support UAT, and confirm business readiness prior to deployment.
- Identify process gaps, risks, and improvement opportunities, and drive continuous optimization of Omnichannel Platforms capabilities.
- Enable change, training, and adoption by sharing product expertise, insights, and practical guidance for rollout.
- Serve as a key SME point of contact—driving clarity, alignment, and timely decision-making across stakeholders.
- Lead business demos to showcase new Omnichannel Platforms capabilities and communicate the end-to-end process.

### Essential Requirements

- 10–12 years of relevant experience in technology development.
- Strong experience with pharma omnichannel/CRM platforms, including deep knowledge of core modules and processes.
- Experience working in Agile delivery models, including backlog management, sprint planning, and collaboration with global stakeholders.
- Strong stakeholder management and communication skills, with the ability to influence senior leaders and align priorities across markets.
- Proven ability to lead cross-functional teams in global or multi-market environments.
- Excellent facilitation and executive-level communication skills, including leading workshops and driving decisions.

### Desirable Requirements

- Experience leading large transformation programmes with internal teams and external implementation partners.
- Exposure to Veeva/Salesforce CRM or other enterprise-scale CRM platforms.
- Experience in pharma, commercial excellence, or multi-market transformation environments.
- Understanding of AI/ML-driven omnichannel use cases (e.g., next-best-action, predictive targeting, engagement analytics, marketing mix models) and supporting capabilities.

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ES06 (FCRS = ES006) Novartis Farmacéutica, S.A.

Functional Area  
Маркетинг  
Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
No

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