

Activation Lead - Marketing Platform Operations(M)

Job ID
REQ-10077194
июл 14, 2026
Индия
Available in: English

Сводка

About the Role:

We are seeking a Country Activation Lead/ Super User to support a global CRM transformation program.

This role will act as a key enabler for country-level rollout execution, ensuring smooth activation, effective user enablement, and strong post go-live support to drive adoption of the new CRM platform.

The ideal candidate brings experience in CRM rollout support, user training, and hyper care, with a strong ability to engage business users and ensure readiness for day-to-day CRM usage.

About the Role

Location – Hyderabad #LI Hybrid

Key Responsibilities:

1. Country Rollout Execution & Activation

- A. Enable the execution of country activation plans by supporting local rollout activities in alignment with the global CRM deployment schedule.
- B. Coordinate with country and global teams to ensure all prerequisites, dependencies, and readiness criteria are met prior to go-live.

2. User Enablement & Training Support

- A. Enable end-users through train-the-trainer support by working with other super users (as applicable) trained by International program teams, ensuring effective knowledge transfer.
- B. Provide hands-on support and guidance to business users to build confidence and readiness for day-to-day CRM usage.

3. Post Go-Live Support & Hypercare

- A. Enable the first line of business support post go-live by addressing user queries and clarifying standard ways of working.
- B. Identify, track, and escalate user issues and adoption challenges to relevant teams to ensure timely resolution during hyper-care.

4. Adoption Reinforcement & Continuous Support

- A. Support the reinforcement of standard CRM processes and ways of working to drive consistent adoption across user groups.
- B. Gather user feedback and insights to support continuous improvement of CRM usage and rollout effectiveness.

Essential Requirements:

- Experience in CRM rollout, deployment, or activation support
- Familiarity with CRM platforms – either Veeva CRM or Salesforce Life Sciences Cloud
- Experience in supporting user training, enablement, or train-the-trainer models
- Ability to provide hands-on support and troubleshoot user queries
- Good understanding of pharma commercial processes / CRM usage
- Strong communication and stakeholder engagement skills
- Ability to work in cross-functional, multi-geography environments
- Problem-solving mindset with focus on user experience and adoption

Desirable Requirements:

- Experience in CRM transformation or migration programs (Veeva or Salesforce preferred)
- Exposure to change management and adoption frameworks
- Experience working in global rollout programs across multiple countries
- Familiarity with training tools, knowledge bases, or support ticketing systems

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Место
Индия
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Company / Legal Entity
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Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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