

# Associate Director Solution Architect - marketing automation

Job ID  
REQ-10042359  
Mar 04, 2025  
Spain

## Summary

Location: Barcelona (Hybrid/Office)

Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

We are looking for a Marketing Automation Solutions Architect and Integration Associate Director to join our dynamic team. In this position, you will play a crucial role in shaping & delivering ground-breaking Marketing Automation Products for US and International Novartis Business Teams.

Your primary responsibility will be to define robust solutions and architect innovative approaches that drive outstanding Customer Experiences.

You would be working closely with Novartis Salesforce Customer Experience platforms team, applying their expertise to build solutions that align with our client needs.

We are looking for a team member, who can bring new insights, be proactive and have a desire to deliver business value.

Join us in revolutionizing Marketing capabilities and be part of a passionate team dedicated to making a difference

## About the Role

### Major accountabilities:

- Develop architectural solutions for a complex business area or deliver architectural services or governance activities.
- Utilize architecture patterns to suggest the most adequate utilization of technical platforms in support of the holistic solution architecture design.
- Maintain and evolve Architecture tools and platforms, principles, policies and standards -Engage internal and vendor project teams to explain proposed Architecture and ensure technical governance of implementation

### Key performance indicators:

- Consistent domain / platform architecture -Completeness and functionality of infrastructure landscape -

Documented architecture pattern(s) in the architecture handbook of the solution -Operational and cost efficiency

**Minimum Requirements:**

**Work Experience:**

- Proven experience in developing architectural solutions for a complex business area or delivering architectural services or governance activities.
- Skilled in multiple technology areas and multiple business focus
- Proven experience in architectural solutions for a complex business area or delivering architectural services or governance activities.
- Proficiency in English
- Engineering background
- Proven experience with MarTech stack and array of Salesforce products (Marketing Cloud, Data Cloud, MCP, MCI, Mulesoft),
- Knowledge on Marketing Personalization and experimentation capabilities (GA, Google BigQuery, A/B testing, MV testing, personalization solutions)

**Nice to have**

- Salesforce certifications
- Experience with Platform Integrations / Middleware
- Good skills in Data Management / Data Analytics
- IT Marketing Automation project Management
- Experience working in the pharmaceutical industry

**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.

Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together?

<https://www.novartis.com/about/strategy/people-and-culture>

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Division

Operations

Business Unit

CTS

Location

Spain

Site

Barcelona Gran Vía

Company / Legal Entity

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

Functional Area

Technology Transformation

Job Type

Full time  
Employment Type  
Regular  
Shift Work  
No  
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