



## 【1000～1400万円】Senior Manager CRM Lead

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### Job Information

**Recruiter**

JAC Recruitment Co., Ltd.

**Hiring Company**

非公開

**Job ID**

1587062

**Industry**

Pharmaceutical

**Company Type**

International Company

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

10 million yen ~ 14 million yen

**Work Hours**

09:00 ~ 17:15

**Holidays**

詳細は求人ご紹介時にご案内いたします。

**Refreshed**

June 13th, 2026 08:00

### General Requirements

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Native

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

### Job Description

【求人No NJB2363008】

This is what you will do:

Japan CRM strategy ownership: Own the Japan CRM vision roadmap and operating model aligned to the Rare Disease commercial strategy improving engagement and commercial execution.

Global CRM liaison: Act as the primary Japan point of contact to Global CRM aligning on standards governance releases

and best practices while ensuring local needs are represented.

CRM migration leadership: Lead Japan side planning and execution for the future CRM migration ensuring continuity of business operations data integrity and strong user adoption.

You will be responsible for:

Define and execute Japan CRM roadmap: Translate business priorities into a structured backlog requirements and delivery plan balancing global standards with Japan market needs.

Manage Japan CRM operations: Oversee day to day CRM management ( user access/roles issue triage enhancements release readiness ) and drive continuous process improvement for Sales and Marketing.

Partner cross functionally: Work with Sales Marketing Commercial Insights Digital/IT and external vendors to design and implement CRM enabled processes that improve productivity and customer experience.

Deliver KPI reporting insights enablement: Design implement and continuously optimize KPI reporting and dashboards; ensure stakeholders have timely accurate performance and activity visibility.

Own customer and activity data processes: Establish end to end processes for data collection management aggregation and quality control across customer activity and performance datasets.

Vendor and data agency management: Lead external partners ( data agencies and system vendors ) for KPI tracking data acquisition planning integration and reporting delivery ensuring quality cost and timelines.

Enable omnichannel and personalization: Support segmentation and customer engagement design by operationalizing CRM capabilities that enable more personalized compliant field and digital approaches.

Lead CRM migration ( Japan scope ) : Drive Japan requirements impact assessment data readiness ( cleansing/mapping/validation ) UAT coordination cutover planning training support and hyper care in close alignment with Global CRM.

Ensure governance and compliance: Maintain strong data integrity and appropriate data handling aligning CRM usage and reporting with relevant policies and regulatory expectations.

## Required Skills

You will need to have:

Pharma CRM experience: 3 • 5+ years of hands on CRM experience within the pharmaceutical industry with strong understanding of Sales and Marketing processes.

Global communication capability: Proven experience working with global stakeholders and operating effectively in a global governance/release environment.

Data driven skills: Strong quantitative mindset with experience defining KPIs interpreting performance data and translating business questions into data/reporting requirements.

Technical fundamentals: Working knowledge of databases and data handling including SQL and advanced Excel; experience implementing or managing BI tools ( e.g. Power BI MicroStrategy BusinessObjects ) .

Project stakeholder management: Demonstrated ability to lead cross functional initiatives manage priorities and deliver on time with high quality in a matrix environment.

Vendor management: Experience managing external vendors and/or data agencies including scope delivery oversight and issue resolution.

Language: Business level English and Japanese to communicate effectively with Global CRM and Japan commercial stakeholders.

We would prefer for you to have:

CRM migration experience: Prior involvement in a major CRM migration or global template rollout ( requirements data migration testing change management adoption ) .

Omnichannel enablement: Experience implementing or operating omnichannel promotional processes and field force digital enablement.

Marketing automation exposure: Experience with tools such as Marketo or Account Engagement ( Pardot ) and integration with CRM.

Customer analytics segmentation: Practical experience in HCP segmentation targeting and customer analytics to support personalized engagement strategies.

## Company Description

ご紹介時にご案内いたします