

## Organizational Change Management Lead

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Company: Roche

Location: Buenos Aires

Category: other-general

### The Position

#### Our Vision

Our vision is to make CX as transformative as our science and be known for consistently creating seamless customer experiences that are as innovative and impactful as our medicines.

This is why we are evolving the LATAM Omnichannel team - to make this a reality by integrating digital and face-to-face interactions seamlessly and allowing us to rapidly identify priorities to engage our customers and establish leadership in the prioritized therapeutic areas.

#### The Position

As the Organizational Change Management (OCM) Lead you play a key role in the change management of LATAM's omnichannel customer engagement transformation and are a driver for key strategic initiatives. You are responsible for driving the adoption of the new ways of networked working by operationalizing the change that the new operating model brings across LATAM affiliates and communicating our LATAM vision and the value created to all relevant stakeholders.

In this role, you will be accountable for designing, mobilizing, and driving LATAM strategic change management programs in alignment with Global input and guidance, having direct impact on the advancement of our LATAM Omnichannel operating model, culture, and business capabilities. You will drive the necessary change in mindset and behaviors towards a customer centric and data-driven culture and will advise on best change practices in

the redesign of critical business processes ensuring successful implementation of the new omnichannel customer engagement model. You will also be working closely with the LATAM and Global Organizations and Global Programs to implement learning journeys and build the capabilities needed for people who will actively contribute to create personalized customer engagement, aiming to differentiate Roche's medicines and ultimately drive business impact. As a successful Organizational Change Management Lead, you will define change metrics to drive performance measurement and engage with the relevant stakeholders to advance our DCE&I vision in the face of organizational disruption, to thrive along the change journey and to realize LATAM Omnichannel business strategy.

As part of the LATAM Network Leadership team, you will be directly reporting to the Head, CX & Omnichannel Engagement and partner together with Global Change Management and the LATAM Network and Affiliate teams to operationalize change management to enable the success of the new omnichannel engagement model in LATAM.

### **Key responsibilities**

Develop the change management strategy and roadmap for LATAM to operationalize the change across the LATAM network and affiliate teams and drive the shift in mindset and ways of working within the new omnichannel customer engagement model

Deliver the best change management methods to ensure accurate and comprehensive change execution, including the coordination of change steps, business processes, deployment strategies and engagement planning to support people adapting to the envisioned mindset and behavioral shifts

Create learning journeys and develop relevant material for the change roll out in LATAM, in line with the guidance from Global Organizational Change Management and Global Programs (EpiCX, RDI, CCXA) and in coordination with the Business Technology Partner

Engage with the relevant leaders and stakeholders to share the DCE&I LATAM vision and the value that the LATAM Omnichannel Customer Engagement model brings to our customers and internally to spearhead the change implementation across LATAM

Lead and inspire Network and Affiliate team change agents to represent and communicate the new vision and strategy defined by the LATAM LET and the DCE&I Head, CX & Omnichannel Engagement, showcasing and sharing success stories and examples of excellence across the region

Define KPIs to measure change performance and work with the Program Manager to track progress and the impact of change to communicate to the LATAM and Global teams and reinforce the need for change as well as to take corrective action as required

Coordinate with Affiliate change leads to align with local change management programs and provide capability building activities to develop the skills, processes, mindset and behaviors needed to drive the adoption of the new customer engagement model

Foster the creation of a OneLATAM change management approach, incorporating all change initiatives taking place simultaneously in LATAM, including omnichannel customer engagement

Gather feedback and best practices from affiliates across the region to create a culture of sharing and learning whereby lessons learned and synergies can be leveraged to iterate on the new model and ways of working

Demonstrate a proven track record of leading and driving business process transformation and organizational culture change as well as delivering on programs with complex business deliverables

Track record of successful leadership, management, and development of large, multi-disciplinary globally dispersed teams

Strong judge of talent with the ability to make tough talent decisions

Hire, develop, and mentor talent creating a learning organization to ensure employee engagement and growth

Manage and comply with any regulatory requirements related to the above activities

### **What's in it for you?**

This is a key role to enable Roche's new omnichannel customer engagement vision which will provide you with opportunities to work with Senior Global and LATAM stakeholders and drive the shift towards a data-driven and customer centric culture

You will have the opportunity to work in a Network role and get deep experiences driving change across the LATAM region while collaborating with Global OCM stakeholders

## **Role Interfaces**

As the Organizational Change Management Lead, you will interact with the following:

Digital Customer Engagement & Insights - LATAM Omnichannel Outcomes

Leads Business and Customer Excellence Lead Customer Insights Lead Channel

Lead Data Governance & Analytics Lead Omnichannel CX Chapter Lead Business Technology Partner

Global Global Programs EpiCX, RDI, CCXA) Global Organizational Change Management (OCM) Team

Other LATAM roles & functions N/A

## **Experience & Qualifications**

Education

Bachelor's degree (scientific, digital, economic or business degree). An advanced degree in Life sciences and/ or MBA is a plus

Professional Experience

Excellent strategic thinking, highly innovative, and proven ability to translate strategy into operational excellence across a commercialization organization

Strong and proven leadership of cross functional teams and ability to influence across a matrix without authority

Enterprise mindset and global experience

Experience with digital, omnichannel, and associated data/analytics capabilities in large biopharma environments

Experience working and collaborating with HCPs and sophisticated health systems

Effective written and verbal communication skills.

Self-starter who thrives in a fast-paced, collaborative, and innovative high-growth environment

Experience of minimum 5+ years in a change management, capability development, training and comms role (change deployment, capability development and training, communication and

engagement - strategy and execution). 8-10 years of relevant experience is preferred.

Experience of 5+ years in leading teams or leading large cross-functional projects

Languages

Fluent in English and Spanish (oral & written) is essential

## **Skills & Competencies**

Competencies

**Visionary:** You are a visionary leader who promotes and communicates the new vision and strategy through sharing success stories across the region

**Architect:** You orchestrate people and operationalize change management activities to drive the behavioral and mindset change and adapt to the new ways of working

**Catalyst:** You remove obstacles on the way to adapt to the new ways of working in a networked environment and integrate with other changes / change management initiatives occurring in the Affiliate

**Coach:** You help everyone in the network and affiliate teams to build the skills and mindsets needed to adapt the new ways of working in a networked environment

In addition, the following skills will make you successful in your position and career development at Roche:

Collaborative Network Ways of Working

Learning Agility

Systems Thinking

Customer Centricity

Deep Listening

Shift Thinking

Culture Advocate

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