

## Position Description

**Division:** CIGNA Retirement & Investment Services

**Location:** Hartford, CT

**Department:** Marketing & Product Development

**Title:** Enterprise Data Consultant

**No. of Positions:** 1

**Grade:** 51/52

**Compensation:** \$60,000 - \$80,000

James Scanlon

Executive Director, Research & Intelligence

CIGNA Retirement & Investment Services, H10E

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**Responsibilities:** Reporting to the head of Research & Intelligence, the incumbent will assist in development and execution of the enterprise data strategy for all areas of the Marketing & Product Development department, including Research, Product Development, Investment Management, Marketing Communications and E-Commerce. Marketing & Product Development supports the entire division, thus the position's responsibilities are divisional in scope. The position will work closely with the Information Technology area to ensure the M&PS data strategy is developed and implemented in alignment with the CRIS divisional data strategy. Scope includes:

- Product data - retirement products (defined contribution, defined benefit); investment products (sub-advised funds, alliance funds, proprietary funds); retail products (banking, brokerage).
- Customer and Prospect data - plan sponsors (corporate, multi-employer); employees (participants, non-participants); and intermediaries (brokers, consultants).
- Market data – data collected through proprietary research and consortium studies, as well as data on competitors and other syndicated data acquired for market segmentation and profiling.

The incumbent will define information needs and ensure common definitions, conventions and standards are created, facilitate data management and information sharing. Define custodial roles and establish a network of subject area data owners. Develop and oversee a data quality control process for systems that are used as sources for enterprise data repositories. Function as chair of the enterprise data committee to address divisional data concerns. Represent M&PS in the development process of enterprise data structures that may be used by any of the M&PS areas (e.g. data marts, data warehouse). Structure and lead projects involving analysis of enterprise data, facilitating development of analytical capabilities and performing data analysis as necessary for strategic, tactical and ad hoc projects. Develop and deploy key business metrics for external reporting and internal balanced scorecards. Develop and implement standardized approach to deliver information required in RFP's. Maintain effective relationships with business owners and IT partners, and delivers training to constituencies on data usage, data quality management and data analysis.

**Qualifications:** Bachelor's degree. 5 to 10 years experience in financial services industry. 3-5 years direct experience in a database marketing, CRM, or information management environment supporting marketing programs and offer development. Demonstrated successful experience in leveraging data in business-to-business and business-to-consumer environment. Project management and program plan development skills. Experience in management of external vendor relationships. Demonstrated knowledge of complex data management, data quality control and analysis. Knowledge of IT architecture and enterprise data integration. Experience working with a variety of systems and software (e.g. DB2, ORACLE, BRIO, SPSS or SAS). Proven written and verbal communication skills in a variety of settings. Ability to develop and manage multi-functional teams. Posses creativity, as well as facilitation and influence skills. Ability to fully comprehend divisional strategies and execute on strategy within position. Ability to make-decisions and maintain client focus.

**Desirable Qualifications:** MBA or Master's in Information Management, Mathematics, Econometrics or related fields. Experience in a database marketing environment in non-financial services industry. Knowledge of the Retirement industry, its products, distribution systems and data requirements.

Understanding of SEC and NASD regulations. Previous experience in management of complex data integration projects, information management and management reporting systems