

DB 050-14205

Director – Database Strategy & Analytics-Seattle, WA

Overview:

Computer Technology company seeks a Director, Database Strategy & Analytics who will be responsible for managing two primary functions:

Database Strategy

- Provide sophisticated marketing data knowledge and expertise to enable effective relationship marketing. Provide insight, business intelligence and guidance, and reporting on marketing data options that enable marketers to maximize value of customer information.

Analytics

- Develop innovative modeling capabilities and analyses (segmentation, campaign response, and organizational lifecycle models) to provide superior understanding of customers and prospects - and optimize revenue opportunity from initiation to perpetuation of customer relationship.

Required skills:

- Master's or Ph.D. in Econometrics, Operations Research, Stats, or other quantitative analysis field.
- Extensive knowledge of computers and statistical programming languages (e.g. SAS, SPSS, etc.).
- Management experience – including the ability to motivate employees, develop them professionally and create a results-driven culture.
- Experience in b2b quantitative marketing
- Experience in vendor management – specifically ability to manage multiple vendors for development of models and ensure quality and timeliness of delivery
- Strong communication skills to collaborate with senior management in marketing and sales groups to understand requirements and present results and recommendations
- Ability to work in a fast-paced environment and handle competing priorities

Salary: to \$140K

Refer to Job# DB14205- and email MS Word attached resume to Donna Bacon, donna@analyticrecruiting.com or register online at www.analyticrecruiting.com choosing Donna Bacon as your contact recruiter.