

HF 195-14387

Marketing Associate –Sales Force Strategy- Indianapolis, IN

Leading Indianapolis-based pharmaceutical company, rated one of the Top 100 Companies in the US to work, for seeks a Marketing Associate to join its US Sales Force Strategy and Decision Support group. The job involves working closely with members of Sales Force Effectiveness, Marketing Research, IT, Brand Management and Sales Management in extraction and manipulation of large databases, quantitative analyses, preparation of business and sales force plans, alignment audit, local market analysis, promotion response modeling, incentive modeling and resource allocation Individual will provide advanced quantitative analyses and information management in support of the Primary Care, Neuro Science, or Specialty Portfolio including:

- Physician Segmentation and Targeting Modeling
- Territory Alignment
- Field Force Sizing
- Resource Allocation and Optimization
- Data Processing/Manipulation/Summarization

Qualifications:

- Master's Degree or Ph.D. in a quantitative discipline, such as statistics, mathematics, economics, operations research, engineering
- Advanced statistical and mathematical modeling experience (3-5 yrs) in a business environment, including the following:
  - Multivariate analysis such as factor analysis, cluster analysis, Analysis of Variance, scoring models
  - Multivariate model development, evaluation, and application,
  - Simulation techniques
  - Optimization methods
- Strong experience (3-5 yrs) with SAS/BASE, SAS/STAT, SAS/CONNECT
- Strong experience in VBA (3-5 yrs)
- Strong experience in SQL in multilevel complex databases (3-5 yrs)
- Experience with analysis and management of large databases
- Highly disciplined; Able to manage multiple priorities and communicate results

Salary: \$75 -95k + bonus

Refer to Job#14387- and email MS Word attached resume to Howard Fishman, [howard@analyticrecruiting.com](mailto:howard@analyticrecruiting.com) or register online at [www.analyticrecruiting.com](http://www.analyticrecruiting.com) choosing Howard Fishman as your contact recruiter.