

JV 388-14223

VP, Business Analysis and Strategy-Pittsburgh

Leader of integrated consumer marketing programs is looking for a VP, Business Analysis and Strategy to join their suburban Pittsburgh office.

This person will lead a 4-person group and is responsible for B2B and B2C customer marketing programs including design, development and success measurement.

Other responsibilities:

- Analyze large data sources using quantitative methods (ie., segmentation analysis, predictive modeling, etc.) for customer acquisition and retention purposes
- Ability to grasp technical details of data-intensive programs, while also being sensitive to broad marketing and business objectives
- Intermediate to advanced level proficiency in SAS or SPSS, as well as other business intelligence tools
- Experience working for a Database marketing agency OR high-profile retailer, is desirable

Requirements:

- Masters Degree (advanced statistics desirable) AND a minimum of 5+ years experience (7-10+ years preferred)
- Prior management experience required

Salary: to \$125k + bonus

Refer to Job# 14223- attached resume to Jamie Voronkov, Jamie@analyticrecruiting.com or register online at www.analyticrecruiting.com choosing Jamie Voronkov as your recruiter contact.