

Lr 012-14484

Decision Management- Stamford, CT

Seeking a Decision Management professional for a consumer lending company in Stamford, CT who will:

- Work with divisions to develop and execute successful customer acquisition, cross-sell, and retention programs via direct marketing channels.
- Manage database marketing vendors to ensure flawless execution of marketing campaigns.
- Build and implement predictive modeling and segmentation tools to drive program targeting and offer optimization.
- Develop test and measurement plans for direct marketing programs; applying experimental design principles to test-and-control study design, implementation, and analysis.
- Support program financial planning and forecast development.
- Track and analyze program metrics to identify growth opportunities and business process improvements.
- Utilize external data sources for program and targeting tool development; working with external vendors to design project specifications.

**Qualifications:**

- MS/MA in Statistics, Math, Operations research or other related field; PhD a plus.
- 10+ years experience developing and implementing targeting, test design, and performance measurement for direct marketing programs.
- Solid knowledge of underlying statistical theory and marketing applications of multivariate statistical modeling and experimental design techniques.
- Strong working knowledge of SPSS, Clementine, SAS or other statistical and data management software
- Previous experience with: overseeing database marketing vendors, database/direct marketing for the financial services industry, large volumes of data in client server and/or mainframe operating environments.

Salary: \$100,000 - \$160,000 plus bonus

Refer to Job# 14484- email MS Word attached resume to Linda Ryan, linda@analyticrecruiting.com or register online at [www.analyticrecruiting.com](http://www.analyticrecruiting.com) choosing Linda Ryan as your contact recruiter.