

Lr 028-14529

Marketing Manager, Analytic Modeling-Chicago, IL

Financial Services Company seeks a Marketing Manager, Analytic Modeling to manage a staff of 5-7 modelers/statisticians providing modeling support and statistical consulting to all areas of Acquisition Marketing. Manager will provide analytical, test design, and model implementation assistance and proactively investigate and adapt new data sources and modeling technologies.

- Manage all aspects of the design, development, back-testing, and implementation of statistical models for Acquisition Marketing. Monitor all internally and externally developed models for timely updates or re-developments.
- Manage various complex business and statistical analyses to support effective top-management decision-making regarding target marketing, customer segmentation, program evaluation, etc.
- Advise senior management and other business partners on the effective use of statistical methodologies. Act as functional expert
- Investigate and import new analytical methodologies, tools and data sources to promote continuous improvement of business results.
- Guide the development and maintenance of the decision support databases and systems. Work with appropriate areas to ensure future data and system needs are met.

Experience Required:

- A Master's degree in a quantitative discipline. Ph.D. preferred.
- 6-8 years experience in the credit card, direct mail or financial services industries. Supervisory experience of modelers / analysts required.
- Excellent communication and interpersonal skills required. Extensive project management and leadership skills.
- Demonstrated problem solving and decision-making skills.
- Experienced with SAS or similar statistical software packages (Unix and PC)

Salary: \$95,000 - \$105,000 plus bonus

Refer to Job# 14529- email MS Word attached resume to Linda Ryan, linda@analyticrecruiting.com or register online at www.analyticrecruiting.com choosing Linda Ryan as your contact recruiter.