

MENG POSTING, ANALYTICS POSITION, FAIRFIELD COUNTY	
Job Title	Director – Customer Analytics
Summary Job Description	The Company requires an experienced analytics professional to coordinate and oversee a team of analysts as well as to consult on the development and interpretation of multivariate statistical models and testing and measurement programs both on-line and off-line
Primary Duties and Responsibilities	<p>The Director, Customer Analytics will report to the Vice President, Customer Analytics and will have a number of important responsibilities, including:</p> <ul style="list-style-type: none"> ❖ Developing and overseeing the development of multivariate statistical models utilized for the analysis of both database and survey data (examples include linear and logistic regression, CHAID, cluster analysis, factor analysis, discriminant analysis, multinomial logit, and conjoint and choice analysis) ❖ Developing testing and measurement strategies for both online and off-line marketing campaigns ❖ Providing high level strategic insight and direction for all team client deliverables ❖ Growing and improving analytic capabilities and working with the Vice President, Customer Analytics and company sales staff to sell these capabilities to new and existing clients ❖ Managing, growing and training the analyst staff ❖ Developing and overseeing budgets and timelines for all team client deliverables ❖ Ensuring that all analytic projects are run profitably and team members are fully utilized ❖ Working with other members of the Company's management team to coordinate and manage the resources, training, budgets and client deliverables across multiple offices and client teams
Qualifications	<p>To perform this job successfully the candidate must be able to perform each duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The requirements listed below are representative of the knowledge, skill, and/or ability required:</p> <ul style="list-style-type: none"> ❖ 5+ years experience developing and interpreting multivariate statistical models both in a database environment and a research environment ❖ Previous management experience ❖ Previous experience in dealing with large databases and datasets ❖ Previous experience in an agency, direct -mail supplier or consulting environment a plus ❖ Previous experience with SAS, SPSS or other statistical processing software package; working knowledge of SQL a plus ❖ Proven self-starter ❖ Strong writing and presentation skills ❖ Ability and willingness to work in a very fast-paced environment
Education and Experience	Masters Degree in Statistics, Math, Operations Research or other related field (PhD a plus)
Wage/Salary range	Commensurate with Experience
Hours/days	Full Time position.
How to contact	To apply, please email your resume to Tom Hull at thull@mangierisolutions.com , attaching a very short cover letter explaining specifically which of your many skills make you suitable for this position.

