

OM 226-14500

Senior Manager of Customer Analysis-San Francisco

San Francisco Bay Area technology firm seeks a Senior Manager of Customer Analysis.

**Perform and manage customer analysis:**

- Develop segmentations and analysis to inform customer communication, advertising, product marketing and market development
- Design and implement tests to measure the effectiveness of marketing strategies
- Analyze customer data, demographics and primary research from internal research group to understand product usage and purchase behavior

**Manage customer analysis team:**

- Manage delivery of customer analysis, reporting and systems
- Develop work plans and issues lists to track progress
- Develop the team's analytic and communication skills

**Partner with other areas:**

- Define customer analysis and reporting requirements with the business partners
- Deliver analysis in written reports and oral presentations
- Provide consultation to business partners on analytics and statistical analysis

**Manage customer database for the business partners:**

- Partner to develop customer systems strategies, requirements and test plans
- Coordinate and perform user acceptance testing for new features
- Conduct customer data quality and completeness audits

**Communicate with external vendors:**

- Coordinate SAS and MapInfo issue resolution and upgrades
- Evaluate and select new customer analytical tools

**Qualifications:**

- BS degree required / MS degree preferred in Statistics, Operations Research, Econometrics
- 9+ years or experience in customer analysis, statistical modeling, and data mining
- 9+ years or more experience with statistical tools (SAS or SPSS)
- 9+ years or more experience with data access/preparation methods (SQL and relational databases) is a plus

Salary: commensurate with experience

Refer to Job# 14500-Sconsig and email MS Word attached resume to Orly Miller, [orly@analyticrecruiting.com](mailto:orly@analyticrecruiting.com) or register online at [www.analyticrecruiting.com](http://www.analyticrecruiting.com) choosing Orly Miller as your recruiter contact.