

Om 237-14717

## Director of Analytics, Pharmaceuticals Practice-NY

### Desired Experience and Capabilities:

- Pharmaceuticals Industry minimum of two years at a pharmaceuticals manufacturer
- Experience in developing and presenting strategic recommendations based on robust analytics to a senior audience (mock presentation a part of the interview process)
- Ability to multi-task and make decisions in highly dynamic client situations
- Project management
- Team management
- Minimum of two years experience managing CRM campaigns, conversion, retention, up-sell, cross-sell
- CRM experience in pharmaceuticals not necessary, CRM experience in other sectors preferred
- A year of experience in online analytics highly desired, but not required
- Desired online analytics experience includes: site optimization, online media optimization (banners, paid search, rich media, viral), creative optimization
- Two years of experience in quantitative market research highly desired, but not required
- Desired market research experience includes: segmentation, quantitative concept testing
- Must have hands on experience in statistical analysis, modeling and programming (SPSS, SAS)
- Required primarily to manage technical work, rather than execute it
- Experience in the database space a significant plus

### Responsibilities:

- Manage relationships with internal stakeholders and clients to grow the pharmaceuticals analytics practice across multiple accounts
- Lead pitches, sell and scope consulting projects and long-term retainer engagements
- Manage teams in executing projects that span:
  - CRM Analytics
  - Online Campaign Analytics
  - Market Research
  - Integrated Measurement

### Competitive Salary

Refer to Job# 14717 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.