

Om 286-15580

Director, Analytics Strategic Business Analysis- Dallas, TX

**Direct marketing agency seeks Director - Analytics** responsible for directing client and department initiatives and for planning new direction, most likely by joining the account team within the pharmaceutical vertical. This group supports the success of the company by providing critical strategic recommendations that guide our client's decision making process as it relates to CRM initiatives.

**Experience:**

- Minimum of 7 years of hands-on marketing/advertising analysis experience.
- Experience across a wide variety of marketing analysis disciplines, such as segmentation, attitudinal/motivational analysis, concept/copy testing, sales forecasting, response prediction, advertising effectiveness, consumer profiling, market mix modeling and ROI measurement.
- Demonstrated capability of leading consumer research and analysis initiatives from project design through communication/dissemination of relevant findings.
- Custom research experience is a must!!!

**Roles/responsibilities Include:**

- Owns and manages the assessment of client owned data to build a business case for action using creative analysis and integration of various data sets.
- Identifies and recommends new business opportunities in existing clients
- Owns the design solutions from the business assessment and stated client objectives.

**Recommended Background Experience:**

- Analysis Techniques: Factor analysis, predictive modeling of all types, and cluster analysis.
- Data Proficiency. Experience working with various types of data, including data sourced from consumer surveys, as well as from transactional histories.
- Computer/Analysis Tools: Familiarity with a variety of analytic tools, including SPSS or SAS. Experience with Business Intelligence and Data Mining Applications is also helpful.

Salary: \$100-120k

Refer to Job# 15580- 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.