

Rr 569-14548

### VP/Managers Marketing Analytics-San Francisco

Expansion activities have created several opportunities for candidates to manage various analytical marketing efforts or segments for a credit card issuer. Areas will include Acquisitions, Cross Sell, Retention, Activation, Direct Mail, Telemarketing and MIS. Successful candidates will develop strategies, manage staff, develop and manage budget, support decisioning processes with recommendations, analytics, strategy and information, coordinate direct marketing strategies and analytics with other departments including Risk, Legal/Compliance, Finance, Operations, etc.

Successful candidates will have:

- 5+ years analytical business experience, including credit cards, preferably.
- Database marketing experience
- Quantitative graduate degree
- Strong knowledge of statistics
- Management experience
- Computer skills with programming experience in SQL and SAS

Salary: \$100-130k plus bonus commensurate with experience

Refer to Job# 6707- email MS Word attached resume to Rita Raz, [rita@analyticrecruiting.com](mailto:rita@analyticrecruiting.com) or register online at [www.analyticrecruiting.com](http://www.analyticrecruiting.com) choosing Rita Raz as your contact recruiter.