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# Example of Planner, Business Job Description

Our company is looking to fill the role of planner, business. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for planner, business

* Analyze, define and implement forecasting methodology leveraging product and customer segmentation strategies
* Build business cases to influence investment decisions, 3rd party partnerships, strategic deals, product and marketing decisions
* Collaborate with key stakeholders across marketing, engineering, finance, data sciences
* Synthesize the details into an effective story and present to partners at all levels of the organization
* Lead or support key strategic initiatives as appropriate
* Lead analytical efforts as required for projects including valuations, long-term market development analysis, scenario analysis
* Or analytics experience in a multi-channel retail environment is strongly preferred
* Landing the TnR and IoT business model strategy, SKU line-ups, pricing, and service meters where appropriate
* Defining and delivering the business model decisions for any new or updated TnR and IoT Products Developing key metrics, forecasts, and reporting in partnership with finance and engineering to monitor the business performance
* Successfully develop relationships with key technical and business associates and with the sales organization around the various products sold to other companies

## Qualifications for planner, business

* Create ROI-driven Business cases and gain support across key decision makers
* Deliver insights on the health of the business by analyzing performance of business drivers, key strategic bets and providing deeper insights into international product, users and market trends
* Conduct market research and synthesize analyst reports to understand how to shift preference share
* Ability to influence at the CVP level
* A BA/BS in Marketing, Business or related discipline is required, MBA strongly preferred
* Passion for Windows and the B2B segment