



Example of Competitive Intelligence Analyst Job Description

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Our growing company is searching for experienced candidates for the position of competitive intelligence analyst. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for competitive intelligence analyst

- Provide market perspective to Strategy team, M&A, and New Business Development teams
- Conduct primary/secondary research and continuous monitoring related to markets, customers, intellectual property trends, competitive landscape, business environment, and analyst views
- Partner with the global business stakeholders to identify and understand key trends (short- to longer-term) and tie them to strategies and marketing initiatives
- Synthesize information across different functions and regions to ensure a deeper understanding of the business environment
- Contract and steer work scope with outside vendors, including consultants and business service providers, for market research
- Strong analytical capability to crunch large sets of customer data, usage behavior and other internal data needs
- Assist in developing recommendations based on internal and external research, while demonstrating insight and a strong ability to use data as the foundation
- Develops and maintains a clear competitive intelligence strategy across the IIG division
- Research and analyze market trends, including vendors, product technologies and services
- Work with cross-functional, cross-organizational teams to develop

Qualifications for competitive intelligence analyst

- Ability to analyze PaaS services to a fairly deep technical level such that analysis is useful for pre-sales/sales consultants (not just generalists)
- Prior experience in storage backup (either traditional or cloud) product analysis will receive strongest consideration
- Previous storage backup appliance product sales, industry analyst, product/field oriented CI, product management, or product marketing background strongly preferred
- Knowledge of software targeted for backup (middleware, database, applications), also a plus
- Deep insight into real-world customer issues, either through previous experience implementing or planning real-world enterprise customer storage backup solutions (from either the vendor or customer side), as an industry analyst, or by presenting storage solutions at customer briefings, a strong plus
- Excellent IT literacy Word, PowerPoint, Excel