



# Example of Director, Advanced Analytics Job Description

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Our company is looking to fill the role of director, advanced analytics. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for director, advanced analytics

- Develop and implement roadmap for data mining and quantitative methods to advance customer segmentation, persona development, customer retention marketing strategies, marketing mix modeling, audience optimization efforts and other key business applications
- Partner with cross-functional leaders to leverage customer intelligence to drive and optimize marketing programs, and online and in-store experiences
- Engage and influence C-Level executives & Divisional leaders with strategic recommendations based on customer analytics
- Lead and implement development of customer centric benchmarks including leading and lagging KPI's
- Key leader in Customer Insights management team, supporting the integration of efforts in Customer Analytics, Customer Research, Competitive Intelligence, Program Analytics, Advanced Analytics and Marketing Planning
- Assess data needs and work with the Enterprise Data Management group to enable the data management changes required to enable analytics and discovery
- Interact with senior management and gain exposure to a variety of areas
- Manages a team of analysts/scientists and ensures advanced predictive analysis to generate business recommendations is conducted
- Proposes tactical direction impacting the function or SBU or Corporate department

## Qualifications for director, advanced analytics

- Analytical and innovation mindset
- Ability to influence, direct, and collaborate with business leaders, subject matter experts, and individual contributors at all levels within an organization with emphasis on peer and Sr
- Bachelor's degree in quantitative or technical field (Engineering, IS/CS, Mathematics, Statistics or Operations research)
- Technical skills in analytic packages such as SAS or R, exposure to software engineering in any of the major languages (Java, C++, .NET) and experience working with or managing professionals who built or extracted data from enterprise data management systems
- Must have proven technical leadership skills, team-orientation, and a proactive and optimistic management style with the ability to lead high-talent, high-tech teams in local and remote locations
- Thorough knowledge of advanced analytic concepts, procedures and practices, advanced problem solving skills and the ability to work collaboratively with other departments to resolve complex issues with innovative solutions