Our company is growing rapidly and is looking to fill the role of director, digital analytics. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for director, digital analytics

- Analyze, model, forecast utilization patterns, trends and develop capability to model outcomes of what-if scenarios
- Extract data from a variety of relationship databases, manipulate, export data using quantitative, statistical, and visualization tools
- Evangelize findings and methodology within and outside CVSHealth
- Colloborate with internal business stakeholders to apply predictive models into core softwares and platforms
- Work with various Digital product teams to identify value potential for new products and initiatives (e.g., new mobile apps, new digital wigits)
- Define value models for individual initiatives and identify quantifiable business values
- Anticipate potential analytics opportunities based on external factors, , advances in marketing targeting, attribution and measurement, legislative or economic changes, evolving consumer needs, competitive environment, partnership opportunities
- Build, lead, and inspire a team of data specialists who will create and develop a world-class data capability
- Set the cultural tone for world-class data analytics in the enterprise
- Continually review new technologies and enhancements to data delivery, reporting, and analytics

Qualifications for director, digital analytics

- Master's degree in business, mathematics, business, economics, statistics or other quantitative discipline
- Expert at analysis, interpretation and application of information to deliver actionable business insights
- Experience in data analysis and problem solving using variety of data sources including survey, behavioral and sales data
- 5+ years experience in digital analytics preferably within the Life Sciences Industry
- Agency or consulting experience