Our growing company is hiring for a senior manager, market research. 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 senior manager, market research

- Demonstrate skills in coaching and development of staff
- Able to achieve client comfort as an expert in data analytics or primary market research
- Able to generate new or follow on business with clients with help from senior ICO management
- Serve as strategic partner for CMD organization by conducting analysis of customer segments, competitor analysis, business trends, and market opportunities
- Provide business intelligence to Senior Leaders across the organization, which enable the targeting of strategic investments
- Focus on tracking and reporting out on competitive differentiation across a complex portfolio
- Contribute and maintain business relevant input into business analysis processes such as CRM, data integration, operational reporting, building ad-hoc reports & data mining exercises
- Support and manage a wide variety of market research studies and initiatives
- Develop actionable insights based on synthesis of multiple research and analytic learnings
- Build relationships with business partners and cross-functional support resources to gain alignment across stakeholders and fully maximize resources to support a fact-driven and "through clients' eyes" decision-making culture

- Past experience conducting market research, competitive intelligence or similar activities
- Proven ability to lead large transformational projects across a multi-business unit enterprise
- Excellent communication and influence skills, with a proven track record of collaborating with stakeholders to get buy-in and in driving action and tangible business value from programs
- Highly effective at stakeholder management in highly matrixed environment, and in building and maintaining strong working relationships with employees and third-parties at all levels, globally
- Proven ability to produce highly effective results with minimal direction
- Ability to formulate RFPs when working with 3rd party research vendors not required, but a plus