

Spring / Summer 2021 – Senior Analyst

Strategyn is a leader in the innovation consulting space. For nearly 30 years, we have been helping the world's best companies innovate and grow at rates faster than their competition. Using our Outcome-Driven Innovation methodology we provide data-driven customer insights that are the foundation of product and marketing strategies. Our work includes data analysis & insights, market research, innovation strategy, and consulting deliverables. We make companies, smarter, agile and more resilient to disruption.

We are looking for smart, creative and inquisitive rising seniors to join our team of innovation experts.

Who You Are:

You are an experienced hire still early in your career that wants to help solve the most challenging innovation and strategy problems for Strategyn's Fortune 500 client base. Your previous experience in business or professional service (management consulting, finance, marketing/advertising, design, research) roles has helped you hone your analytical skills and your ability to communicate complex ideas effectively, especially through primary qualitative and quantitative research that you conducted. Every day, you want to put all these skills together in a collaborative, fast-paced environment with others that are passionate about innovation, strategy, and client service.

You want to be an indispensable member of Strategyn's engagement teams, helping to execute our proprietary research and strategy generation methodology: [Outcome-Driven Innovation \(ODI\)](#).

You thrive in team environments yet are independently productive and self-motivated. You interact with a high level of professionalism, ethics, and confidentiality. You are also resourceful: you strive to learn and master new research methods and consulting methodologies. Your communication in both a virtual/written and rehearsed/extemporaneous setting is strong. You seek to surround yourself with business leaders and hope to develop your own leadership abilities.

What You'll Do:

The Senior Analyst is responsible for working with the team to deliver ODI results to our clients. They play an important role on the project teams: performing critical analyses, contributing to the final recommendations, and spearheading the development of presentation materials.

- Support all aspects of client engagements through to delivery
- Conduct quantitative and qualitative analysis of data and development into meaningful insights
- Assist executives with creation of presentation materials
- Develop knowledge of client issues, needs, and context
- Conduct market and competitive analysis without supervision
- Prioritize and manage multiple projects simultaneously and follow through on open issues in a timely manner
- Share insights and results in easily digestible manner in both written format and through interactions

OVERVIEW: The Senior Analyst provides the foundation on which our Clients are able to determine and target markets, formulate market strategies, and create new product concepts. The Senior Analyst is the primary role supporting Strategyn's Client Services team and is responsible for key aspects of our Outcome Driven Innovation process through project oversight, research, analysis, and strategy formulation.

The Senior Analyst is responsible for all phases of qualitative and quantitative research, from survey creation and analysis to final deliverables for our clients. This position is the primary supervisor for incoming analysts. The Senior Analyst: gathers customer needs, performs critical analyses and survey work, and contributes to final recommendations and client deliverables. This position works closely with the Consultants and Engagement Managers.

KEY RESPONSIBILITIES INCLUDE:

- Create questionnaires for third party research firms to recruit participants for interviews

- Conduct qualitative research according to Strategyn's proprietary methodology
- Create surveys for quantitative research
- Conduct customer interviews
- Execute and oversee all statistical aspects of client deliverables, e.g., segmentation analysis, correlation analysis, etc.
- Conduct market and competitive analysis without supervision
- Assist executives and teammates with creation of presentation materials
- Coordinate Project timeline and make recommendations for project delegation within ODIP team
- Provide Project Oversight on behalf of ODIP/Client Services Team
- Assist executives with website, blog, and published article content
- Prioritize and manage multiple projects simultaneously, ensuring timely delivery
- Share insights and results in an easily digestible manner in both written and presentation format
- Demonstrate independence and initiative, and effectively manage individual and client delivery schedules
- Train incoming and supervise ODI research analysts
- Support and facilitate Ideation workshop

You'll Bring: (Requirements)

- A Bachelor's degree required or higher
- A minimum of 2 years of experience, preferably in qualitative research and/or quantitative analysis OR MBA/PhD background preferred
- Knowledge and appreciation of business, economics, statistics and organizational concepts
- Experience developing professional presentations and other deliverables
- Superior problem-solving, analytical, and quantitative skills (strong experience with statistical analysis and proficient use of SPSS/additional statistical software a plus)
- Ability to grasp complex analytical concepts quickly and thoroughly
- Understanding of market segmentation theories and the analytics behind them
- Understanding of market research concepts and techniques
- Effective communication skills with an ability to synthesize and present knowledge visually
- Proficiency to advanced skills with Microsoft office suite (PowerPoint, Excel, and Word)
- Ability to work effectively in a Mac computing environment

Employment Type: Full-Time

Duration: Start- Winter to Fall 2021

Job Title: Senior Analyst

Department: Delivery

Reports To: Engagement Manager, Delivery Team

Location: Denver, CO

Expected Travel: 0-10%

Additional Terms: Due to the nature of the position, duties of this job are subject to change based on the needs of the Company

To Apply: Please send a cover letter and resume to hire@strategyn.com

Application Deadline: Rolling until May 15, 2021

Offer Decision Date: Within 6-8 weeks of receiving application

