

# Customer Insights Researcher



Strategyn is a leader in the innovation consulting space. For over 30 years, we have been helping the world's foremost companies innovate and grow at rates faster than their competition. We provide data-driven customer insights that are the foundation of product and marketing strategies using our unique Outcome-Driven Innovation (ODI) methodology. Our work includes data analysis & insights, market research, innovation strategy, and other applicable consulting deliverables to clients across industries and countries. Our client industries include:

- Technology
- Healthcare
- Industrial
- Financial Services
- Consumer Products
- Automotive
- Entertainment

Strategyn helps companies reposition and reinvent underperforming products, create breakthrough products, successfully discover, and enter new markets, and prioritize R&D and M&A investment decisions.

We are looking for an intellectually curious and self-motivated person to join our Product team.

## **CANDIDATE ATTRIBUTES:**

- Inquisitive and fast study, ability to quickly learn new skills and teach others.
- Excellent at communicating (written, oral, and active listening skills)
- Strong ability to lead interviews, both individual and group interview settings
- Aptitude for diving deep and understanding the details while being able to synthesize information in logical order
- High level of professionalism and confidentiality
- Highly collaborative yet able to work independently
- Highly self-motivated, a self-starter
- Ability to effectively manage simultaneous priorities, ensuring timely delivery

## **RESPONSIBILITIES:**

The Customer Insights Researcher provides the foundation for the customer-centric interview work that we do at Strategyn. Strategyn is growing rapidly, so this individual will need to play a key role in continuing to refine and perfect this critical element of our ODI process. This position resides in the Product function within the company but will work closely with the Delivery team at Strategyn. Successful candidates for this role will be highly intellectually curious and possess an innate understanding of "how the world works."

Key responsibilities include:

- Facilitate/moderate customer interviews, across various industries.
- Identify the interviewee's Job-to-be-Done by actively listening and capturing the essence of what it is that they are trying to accomplish.
- Lay out a framework/structure that breaks apart the Job-to-be-Done into a job map (outlining the ideal process flow).
- Translate interviewee remarks into formalized customer needs that become the metrics our clients use to measure success.

- Capture the “big picture” context from interviews to address client hypotheses, identify complexity factors, and ultimately inform the final strategy recommendation.
- Capture a generalized list of contextual differences between interviewees, the emotional aspects surrounding the Job-to-be-Done, and other related jobs, etc.
- Refine the statements and insights from the needs gathering interviews into a final deliverable (these are the inputs into the quantitative survey).
- Assist on client work related to the qualitative outcomes, e.g., quantitative survey development (sample plan design), solutions inventory, concept ideation sessions, etc.
- Assist on client work when additional qualitative context is needed surrounding statements.
- Assist with new employees training on ODI needs gathering methods.
- Become a subject matter expert (SME) on gathering high quality innovation inputs.
- Develop enhancements to Strategyn's process on gathering high quality innovation inputs.

## QUALIFICATIONS

- Bachelor's degree or higher (BA/BS or similar degree preferred)
- A minimum of 3-5 years of work experience, preferably in product marketing, product engineering, business strategy, and/or communications
- Knowledge of business, economics, and organizational concepts
- 6-sigma mentality, understanding of how business processes are measured and tracked
- Able to confidently present to groups/facilitate group discussions (virtually and in-person)
- Approachable demeanor, able to build rapport quickly with others
- Advanced critical thinking skills, logical, able to find the root cause
- Ability to methodically piece apart a problem and solve it
- Proficiency to advanced skills with Microsoft Office suite (primarily MS Word)
- Advanced communication (listening) skills
- Advanced typing skills
- Proficiency in one or more foreign language(s) preferred
- Ability to work effectively in a Mac computing environment

**Job Title:** Customer Insights Researcher

**Employment Type:** Full-Time

**Salary:** \$80,000 - \$100,000 annually

**Duration:** Start- ASAP

**Department:** Product

**Reports To:** Senior Customer Insights Researcher

**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](mailto:hire@strategyn.com)

**Application Deadline:** Rolling

**Offer Decision Date:** Within 6-10 weeks of receiving application

**Website:** <https://strategyn.com/about-us/>

## More about the Company:

We bring predictability to innovation. Strategyn is an innovation consulting firm that delivers product strategies that accelerate growth. We identify new market opportunities and help our customers create groundbreaking products using Outcome-Driven Innovation (ODI), our patented strategy and innovation process that transforms jobs-to-be-done theory into practice. Since 1991, we have helped the world's leading companies launch some of the fastest-growing products in history across a wide variety of industries.

Our company is committed to equal employment opportunity. We will not discriminate against employees or applicants for employment on any legally recognized basis ["protected class"] including, but not limited to: veteran status, uniform service member status, race, color, religion, sex, sexual orientation, gender expression, national origin, physical or mental disability, genetic information or any other protected class under federal, state, or local law.

**Visit our website to learn more about Strategyn, past case-studies, and our processes:**  
<https://strategyn.com>