

Key Responsibilities

Client and Account Management: Managing client relationships for all new and emerging accounts for the company. This includes developing relationships, managing, and planning revenue, developing strategies to grow accounts and identifying incremental business opportunities within these client organizations.

Sales and Business Development: Bringing in revenue from new clients and leads which contribute to the company's growth, reaching out to potential clients for meetings with the company, building proposals for new clients and projects, having discussions with a new client to understand their needs and find opportunities for the company to partner with them.

Project Management: Overseeing deliverable quality and consistency across client accounts, allocating resources across projects, providing expertise in strategic projects, sending regular status updates and managing timelines.

People Management: Supervising senior marketing analytics and marketing analytics consultants. Goal setting and performance evaluation for the team, managing career growth and professional development of the team members. The travel required for this position is with the objective of acquiring new business and developing relationships with clients. Meeting with clients face to face is essential for understanding their needs, highlighting how the company is a good fit for their organization and addressing concerns and opportunities when they arise.

Essential Skills & Competencies

- Experience in the consumer products & retail industries and experience in understanding the needs and constraints of clients who work in the areas of marketing, consumer insights, strategy and sales.
- Must have knowledge of pitching for new businesses, client management, opportunity identification within client organizations and negotiation.
- Master's in marketing, business administration (MBA) or related and two years of relevant experience.
- Travel is typically domestic, around 6-8 days a month, and for 2-3 days at a time. Travel is usually not to the same locations but varies depending on client meetings and client projects being managed.
- If offered employment, must have legal right to work in U.S. EOE.