



Our client is a global digital group, whose capabilities lie at the forefront of digital marketing, experience development, and organizational transformation. The group improves the understanding of the digital media and technology landscape and gives their clients the resources and connections they need to thrive in an increasingly digital world. Through their unmatched access and understanding of consumer behaviour, their unique data analytics and customer engagement approach, combined with their innovative creativity, our client identifies powerful insights and uses these insights to create and deliver campaigns that drive a consumer to take action.

For their German business unit we are looking for an experienced manager as

MANAGING LEAD OF DATA, ANALYTICS & INSIGHTS
(m/f)

Purpose of the Job:

The Data Analytics Lead is a critical senior role within the company's management leadership and client-facing team.

The position will perform and manage extensive and highly sophisticated analysis of client data. Critical to success will be the understanding of all big data in the client ecosystem and in particular digital, mobile and social behaviors and conversations. Also important will be understanding of multivariate statistical techniques to build analytic solutions for predicting customer behavior and business profitability.

Key Responsibilities:

The position has three primary areas of responsibility:

1. Manage large and complex analytics assignments that will result in breakthrough consumer insights and opportunities;
2. Develop strong working relationships within client's and the internal client teams with the goal of applying imaginative data and analytics to actionable strategies and marketing programs;
3. Acting as an advisor to both internal and client teams in how to use data and analytics to inform and optimize strategy and execution.



Further Areas of Focus:

- Manage significant client interactions
- Lead strategic and other non-analytics projects as part of an integrated solution
- Consult with clients and internal account teams on analytical issues, such as predictive modeling, segmentation, experimental design, LTV, and program evaluation
- Develop project plans, including scope definition, timelines, and deliverables
- Manage an analytical project team and serve as project lead on multiple engagements.
- Mentor statistical consultants and expectations of both internal and external personnel
- Clearly articulate project goals and objectives to technical and non-technical audiences.
- Assist with business development for analytical and integrated solutions projects, including RFP response and sales presentations
- Mentor, grow and train staff
- Structure a matrix team and timelines to meet client objectives and deadlines
- Juggle multiple, complex client projects and relationships and use this understanding to drive business insights, strategy and positive business changes.
- Lead a team with end-to-end project management
- Thrive in a team environment with open idea exchange
- Build Strong relationships with key stakeholders, both internal and external
- Relate technical issues to both technical and non-technical audiences

Candidate profile:

- Bachelor's Degree required in an analytic field, with a strong mathematical or statistical background; MBA a plus
- Contemporary experience of digital and consumer data, including the media and research worlds as well as CRM and Digital
- 10+years of database marketing and analytics experience, with demonstrated knowledge of multivariate statistical and modeling techniques
- 7+years managing teams and successfully delivering analytic solutions
- Proven project management skills Proven track record of working with senior executives and matrixed teams
- Proven ability to analyze data, develop well-thought out insights/recommendations, and drive concrete/client focused recommendations



- Experience/familiarity with leading analytic technologies:
 - Advanced Analysis: e.g. SAS, SPSS
 - Data Visualization: e.g. Spotfire, QlikView
 - Web Analytics: e.g. Omniture, GA, WebTrends
 - Social Monitoring: e.g. Radian6
 - Competitive Monitoring: e.g. comScore, Compete, Advanced Web Rankings

Leadership Profile:

- Demonstrated ability to add value to client strategy and business results.
- An entrepreneurial spirit with a proven ability to organically grow business within existing client base
- Support business development to successfully close new business
- Build trusted relationships with peers, senior executive leadership, and business division partners
- Synthesize abstract business issues and derive/implement an analytic solution that will resolve the issues for the clients
- Recognize when the client's needs and the needs of the business are not aligned and propose remedies for alignment

The heart of the job is to work with the Data Analytics & Insights team to develop and build strong and profitable client relationships. Partly that's an account/ relationship task – making sure relationships are nurtured, healthy and vibrant. Partly it's a quality control issue – making sure the work is simply the best it could possibly be.

If you are interested in this challenging leadership position and enjoy working in an international and fast-paced environment, please submit your CV to NAKAMA GERMANY at hello@nakamagermany.com.