

## Innovative Research Company is Looking for a Consumer Insights Project Director

Halverson Group specializes in developing and using advanced technologies and analytics to improve how businesses serve their customers, how consumers engage products and messages, and how employees deliver the promised brand experience.

We are a Chicago-based consumer research firm with deep expertise in helping some of the world's best retail, service, and CPG companies compete more effectively. For over 14 years our firm has leveraged leading-edge technologies to study consumer behavior and attitudes. The qualitative, quantitative and analytic approaches we've developed are innovative and exciting.

Our approach to working on assignments is more consultative than project oriented. As such, we have been successful in helping our clients not only think differently about their businesses -- but to be more innovative in their solutions and confident their decisions will improve the customer experience.

Because our success in delivering the best insights to our clients relies on highly evolved research technologies, we have carefully assembled a team with cross-functional talents. Our team includes social scientists, marketing researchers, data analysts, organizational ethnographers, and information designers.

To complement our team, we are looking to add a **Consumer Insights Project Director** with the following qualifications:

### Consumer Insights Project Director

The Consumer Insights Project Director leads client research engagements by applying strong expertise in quantitative and qualitative research methods, analysis, and results communication. This role offers an ideal opportunity for motivated and talented individuals looking to make the next move into a unique consumer research consulting role. In this role, you will:

- Lead the use of cutting edge research technologies to understand and improve the consumer experience (e.g., video analytics, iPad surveys, consumer eye tracking, mobile devices)
- Lead research teams through all phases of consumer research projects

- Apply strong expertise in quantitative and qualitative data analysis to research projects and deliverables
- Design and develop client research briefs and presentations to bring insights to life
- Help us continue to expand and improve our research and analytic approaches
- Be responsible for the quality and integrity of analytic results and project profitability
- Develop and grow connections to increase our firm's visibility through speaking, writing, and networking engagements
- Develop research team technical and leadership skills

### **Position Requirements**

- Ph.D. or M.A. in social sciences, applied research, or marketing (e.g., Marketing, Organizational or Applied Psychology, Operations Research)
- Advanced experience with varied qualitative and/or quantitative research methods (e.g., consumer surveys, shop-alongs, interviews, ethnography, observation, eye tracking, etc.), as well as sampling methodologies and design of experiments
- 2-3 years of hands-on data management and data analysis experience, including database building, and data mining; multivariate analysis and predictive modeling techniques a plus
- Proven expertise with current statistical analysis package(s) (SPSS or JMP a plus)
- Advanced Excel experience a plus (model/tool development)
- Comfort with working in a fast-paced, team environment

Please send resumes to [\*\*insightjobs@halversongroup.com\*\*](mailto:insightjobs@halversongroup.com)