

Position Announcement Director, Consumer Psychology

Altisource™ Consumer Analytics is a unique organization that blends theoretical research, analytical modeling and operational strategy to solve challenging questions in the mortgage and financial services. We are part of the Altisource family of companies that employ over 6,000 people worldwide. Altisource is publically-held (NASDAQ: ASPS) and creates knowledge-based solutions across the lifecycle of mortgage servicing and customer relationship management.

About the Consumer Psychology Team

The Consumer Psychology team is a key component of our Research Science group, which is divided into Consumer Psychology and Predictive Analytics areas. The Consumer Psychology team recruits candidates from a variety of research areas in psychology, marketing and finance.

The working environment is based on incorporating principles from academia into the faster pace and results-oriented culture associated with finance. You will have the opportunity to work on a number of large-scale problems (i.e., How can we use corollaries of Prospect Theory to nudge consumers to work proactively with lenders on mortgage modifications?) and client-specific questions (i.e., How can we increase response rates to a specific letter?). Team members work in a collaborative setting with researchers from the Predictive Analytics team, Client Strategists from the Consulting Services team, C-level executives and researchers within academia.

The Approach of the Consumer Psychology Team

We start by identifying pressing business problems then assess outcome variables that can be impacted. Next, we develop interventions that use research in behavioral economics and social psychology to influence behaviors. The interventions are delivered by our proprietary technology platforms which allow experimental test and control in large-scale applied operations settings. Finally, the results of these interventions are packaged into solutions that can be customized to fit a client's specific needs.

The Research Sciences group was founded by academics whose passion is theoretical research, but who see tremendous opportunity in applying it to the broader industry setting. By having the right progressive clients, we are in a period of tremendous growth, with our work being implemented in strategy for managing over \$105 billion in assets. Though we have this client base, there is a very large series of opportunities that will allow us to expand even further.

Opportunity

This position reports directly to the Vice President, Consumer Analytics and is the leader of the Consumer Psychology division of Altisource Consumer Analytics. As such, it is a senior-level role and has considerable interaction with the executive leaders of the company and its strategic clients. Preferred candidates have academic credentials and corporate experience.

This position will be based in our Center of Excellence in the picturesque and historic city of Winston-Salem, NC. We are located less than 90 minutes from Charlotte and Raleigh-Durham. Winston-Salem has a population of 230,000 and is part of the Piedmont Triad CSA region of 1,581,000 people. There are over 30 universities and colleges and a wide variety of businesses within a 70 mile radius of our office so you can maintain connections to the research world even though you are in the private sector. Altisource provides an attractive package of compensation, incentive and benefits and is an Equal Opportunity Employer.

Responsibilities will include:

- Being the senior thought-leader concerning psychological theory in a cross-functional team of psychologists, econometricians, strategy consultants and data analysts to deliver business insights and outstanding client results.
- Incorporating theory and academic research into a conceptual framework that creates insights in consumer behavior prediction models, customer segmentation strategy analyses and optimized customer interactions.
- Work with executive organization and IP committee to evolve thought-leadership, consumer analytics intellectual property and patent portfolio.

Key Result Areas:

- Design operational framework for studies (e.g., define independent and dependent variables, provide operational definitions, make methodological recommendations, etc.)
- Create new applications of psychological research in a variety of customer communication settings
- Work with the Vice President, Consumer Analytics, Director, Predictive Analytics and Director, Client Strategy & Analytics to fully form the operational approach and methodology of the uniquely-positioned Consumer Analytics group
- Document and promote thought leadership through creation of research proposals, white papers and trade articles.

Qualifications:

- 5-10 years of experience in theoretical or applied psychological research
- An advanced degree in psychology, marketing or a closely-related field (Preferably a Ph.D.)
- Research fluency in the following specializations: Persuasion & Influence, Behavioral Economics, Consumer Behavior and Research Methods
- Strong working knowledge of research design and statistical analysis software (SAS, SPSS, etc.) and MS-Office
- Excellent written and verbal communication skills with demonstrated ability to communicate complex concepts to non-technical audiences.
- Desire to work in a hybrid environment that includes both academic research and business settings