

Defines and owns the process of conducting extensive market research and analysis to provide incontrovertible evidence towards market trends and analysis of customer and prospective customer's pain points that will instigate the facilitation of product innovation.

Works with marketing in providing product and marketplace based data based off of feature sets that are currently live or are in development, and market research.

Job Duties:

- Responsible for determining customer needs and desires by specifying the research needed to obtain market information.
- Interviewing customer and prospective customers to gather market research on pain points and potential solutions.
- Presents customers' and prospective customer pain points, market trends and analysis to the Product team in order to help determine areas of innovation to existing or new product offerings.
- Assists in the review of product requirements in order to ensure that they adhere in a meaningful way to the data that was gathered to ensure we are providing viable solutions to the marketplace.
- Creates and updates personas for each prospective customer or current customer based off of and in reaction to interviews.
- Full understanding of current product offerings.
- Evaluates competitors and analogous company products by comparing our offerings to other solutions in the marketplace.
- Obtains product market share by working with sales director to develop product sales strategies.
- Assists in the organization and execution of focus groups by working with marketing and/or sales to bring in viable candidates to sample current and future product offerings. This is done in order to receive in person feedback from the marketplace by watching and notating how participants interact with our solutions and their feelings towards them.
- Responsible for data tabulation in regard to focus groups.
- Facilitates inventory turnover and product availability by reviewing and adjusting inventory levels and production schedules.

- Introduces and markets new products by developing time-integrated plans with sales, customer success and marketing.
- 2+ years of marketing, development, sales, or product management experience.
- Track record of using qualitative and quantitative data to prioritize and drive decision-making.
- Proficient in productivity applications such as Microsoft Office, Project, or Basecamp.
- Comfortable using collaboration tools such as Slack, JIRA, and Favro. Salesforce knowledge is a plus!
- Metrics-driven: Strong analytical and synthesis skills are paramount. This includes the ability to absorb and process large amounts of data into actionable information.
- Must be comfortable speaking with customers or prospects on a daily basis in order to gather information.
- Excellent adaptability and collaborative skills as this is a very cohesive group that wears many hats and must work together on a multitude of items.
- Must be able to present data gathered in a clear and concise format, that is beneficial to the company.
- Excellent writing and communication skills, as you will need to tell us all of the details of your findings as well as to collaborate on requirements to ensure that we are creating something that aligns with your findings in the marketplace.
- Subject matter expert/industry experience a strong plus.
- BFA, MBA or equivalent degree in business, design, marketing or development a strong plus.
- This position may require domestic travel for onsite customer interaction.

