



Consultant, Analytic Innovation
Global Analytics & Consulting
Location: Chicago

Ideal Candidate:

The ideal candidate has a statistics-oriented advanced degree (MA/MS, Ph.D.) from a leading institution with a strong focus upon application. ABD (all but dissertation) candidates with a strong applied statistics background may also be considered. Prior work experience with large datasets inclusive of Point-Of-Sale (POS) or Frequent Shopper Program (FSP) data is a plus.

Reporting Relationship:

The Consultant will report to a Principal in the Global Analytics & Consulting Practice.

Responsibilities:

The Consultant of Analytic Innovation is a newly created role designed to challenge, promote, develop and deliver statistically-based solutions that anticipate or outpace trends within the Fast Moving Consumer Goods (FMCG) marketplace. While foundational methods are established, the Consultant will make calls as to when and how to customize solutions to fit unique client business issues and will also be charged with recommending long term changes to methodology and approach. At his/her disposal will be IRI's unparalleled Liquid Data platform and complete access to a constantly expanding ecosystem of data, the world's largest set of data related to household level consumer behavior. Data includes proprietary access to POS, FSP, Rentrak, Household Panel, Experian, Kantar Retail and comScore.

The Consultant will support the analytics business in one or more of the following areas: 1) Revenue Growth Management, 2) Marketing Effectiveness or, 3) Retail Productivity. All of the Consultant's work will translate, in varying degrees, to direct client impact. While activities will vary, initially the Consultant can expect to spend his/her time as follows: 70% on modeling, problem-solving and innovation; 20% on project management and; 10% of the development and delivery of thought leadership capital and other practice development initiatives.

While the Consultant will be in a heavy hands-on modeling position, he/she will also have extensive interaction with clients and IRI client teams. Externally, the Consultant will have direct interaction with client leadership in Category Management and Market Research. Internally, the Consultant will work fluidly at all levels up to the practice leadership across multiple areas including Consumer & Shopper Marketing, Client Insights, Media Solutions, Retail Solutions, Product Management, Technology and IRI's Global Analytics Center in Athens, Greece.

Success will be measured by the extent to which the Consultant embodies IRI Values (Collaboration, Personal Development, Executional Excellence, Client Growth, Innovation, and Creativity); contributes the shape and performance of the Global Analytics & Consulting practice and fosters analytic innovation which extends beyond traditional thinking or approach. Analytics has always differentiated IRI from our peers. The Consultant will play a key role in building upon this heritage and designing the next phase of IRI Analytics.



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Qualifications:

- An advanced degree in statistics from a premier institution. He/she may also have statistically-oriented experience in one or more of the programs below:
 - o Marketing
 - o Economics
 - o Finance
- Proven expertise across a wide range of applied modeling techniques, from classical approaches to contemporary solutions.
- SAS expertise (must be able to write his/her own code with fluidity and efficiency); R experience is also acceptable and desired.
- Experience building statistical models using very large datasets.
- Experience modeling POS data is strongly preferred but is not required.
- Strong executive poise and presence.
- Innovative yet practical, non-traditional approach to problem identification, technical diagnostics and resolution.
- Leadership. Able to demonstrate leadership of direct reports or complex project teams.
- Business Insights. Able to quickly assess complex client issues and identify root causality versus symptoms.
- Impact. Able to convey technical content to technical and non-technical audiences in compelling ways.
- Proven skills to confidently "fill in the blanks" when only 70% of the facts are at hand.
- Proven ability to maintain sharp focus amidst multiple priorities; keen ability to prioritize and manage time/teams/projects.
- Strong listening and needs assessment skills.
- Entrepreneurial spirit; the drive to build and grow a dynamic and vibrant business/practice area.
- Rigorous, practical, and analytical approach to problem solving/solution implementation.

The Company:

Originally founded in 1979, as Information Resources, Inc. (IRI), IRI is the world's leading innovative partner that helps clients transform insight into impact at every level of their organization across sales, marketing, merchandising, category and brand management and shopper marketing to achieve high performance and growth. Driving the transformation of the consumer packaged goods (CPG), retail, and healthcare industries, only IRI has the unique offering of intelligent people with deep domain expertise across a variety of different industries and specialties who are powered by innovative solutions built on a foundation of predictive analytical models, breakthrough information processing, and business intelligence capabilities. Supported by revolutionary technology platforms and the integration of unrivaled empirical information on markets, consumers and shoppers from virtually any source, IRI is positioned to deliver new levels of performance and growth for clients.

The company has been providing market solutions for CPG manufacturers and retailers for over 30 years. In late 2003, the company was acquired by the industry-visionary company Symphony Technology Group, run by Dr. Romesh Wadhvani. That acquisition was the catalyst for a major transformation. Since the acquisition, the company focused on changing the value proposition for its CPG, retail and healthcare clients by striving for a ten-fold increase in the value its clients realize from its market information, analytic and decision



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support software solutions. To support these efforts, it has been focused on developing predictive, on-demand analytic applications designed to empower manufacturers and retailers to manage their businesses for profitable growth.

In June of 2011, IRI announced that an affiliate of New Mountain Capital LLC completed its majority investment in the company, positioning it for the next phase of growth and customer-centered innovation for its blue chip roster of consumer packaged goods (CPG), retail and healthcare clients. New Mountain Capital is a New York-based private equity firm that emphasizes business building and growth, rather than debt, as it pursues long-term capital appreciation. The firm currently manages private and public equity funds with approximately \$9 billion in aggregate capital commitments. New Mountain seeks out the highest-quality growth leaders in carefully selected industry sectors and then works intensively with management to build the value of these companies. With the investment, New Mountain is the majority shareholder in IRI. Symphony Technology Group maintains a significant equity position in the company. In April 2013, SymphonyIRI Group, Inc. announced that it is embracing its founding name of Information Resources, Inc. and rebranding as IRI. The embrace of the IRI brand is underscored by a business strategy and mission to deliver growth for clients across the globe by pinpointing what matters and illuminating how it can impact their businesses. In September 2013, IRI acquired Aztec, a leading provider of market measurement and related services for consumer packaged goods (CPG), liquor and pharmaceutical manufacturers and retailers in Australia, Canada, Hong Kong, New Zealand, South Africa, Sweden and the United Kingdom. This was the largest acquisition in IRI's history and significantly expanded IRI's geographic presence.

Why IRI:

- Engaged leadership—our leaders are accessible; they are practitioners who have done the job of the people whom they consult. They are engaged in the well-being and development of their teams.
- Opportunity to materially work with and learn from the most senior practice leadership
- Everyone who joins IRI is additive. We are big enough to offer career paths and a great client roster and vast solution portfolio but small enough so someone can always be a bigger fish in a smaller pond.
- We are entrepreneurial which means innovation is encouraged and followed up upon—it is not lost in a black hole.
- We are a genuinely collaborative culture—collaboration is lived, not stuck on a poster.
- Values matter—they are baked into our performance reviews.
- Opportunity to see impact of work in a tangible way—on the shelves of retailers, in a media campaign...etc.
- People do not come here to work in "neutral"; they are passionate about our industry and the work we do; no ambivalence.

Contact:

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