

Manager, Research Analytics

New York Metro Area

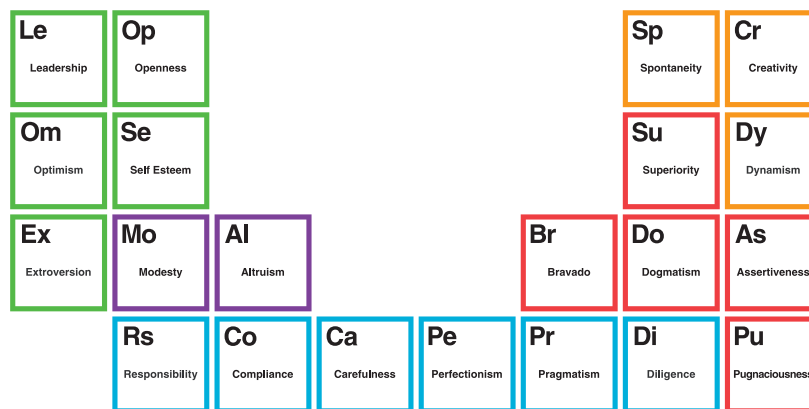
You're on a first date, and the waiter comes to take your drink order. A beer? Not so fast! What'll it be? Budweiser, Heineken, or Dogfish Head 90 Minute IPA? Remember, first impressions are important, and what you order sends signals to your date (and the waiter) about who you really are...

Our everyday choices in just about everything reveal a lot about who we are. Personality plays a big role in determining our favorite beers, what kind of cars we drive, and what songs are on our iPods. (As for what drink you should order on a first date, here's some free relationship advice: be yourself!)

Not surprisingly, top marketers know what your date (and especially your waiter) know: consumers are more than just demographics. Consumers are people, with personalities, or *psychographics*, that drive what they buy. Despite the importance of psychographics, advertisers have never had a consistent way to define and reach their psychographic targets in media. Mindset Media (www.mindset-media.com) changes that.

Our proprietary ad targeting technology gives blue-chip advertisers the power to concentrate media delivery on mass audiences of consumers with the right psychographics for their brands. Our extensive list of advertisers includes Unilever, P&G, Kraft, Nissan, Sprint, and Starbucks.

At the heart of the Mindset Media technology is the Mindset Media Standard, which defines 21 elements of personality known to drive consumer behavior and brand choice.



Mindset Media offers a suite of research products that drive the demand for our ad technology, prove the effectiveness of our targeting, and produce revenue in their own right. Through a partnership with Nielsen Homescan, Mindset Media delivers studies and data access that allow consumer packaged goods companies to see the specific Mindsets that drive their businesses and measure the impact on offline sales of campaigns targeting those Mindsets. We also conduct and publish

proprietary **MindsetProfile**[®] research in other key categories; maintain proprietary databases and panels; conduct campaign-impact research; and perform custom analyses. Research is a fundamental driver of our business, and our research practice, which already counts P&G, Kraft, Nestle, and General Mills as clients, is expanding rapidly.

Mindset Media is seeking a diligent and motivated person to serve as **Manager of Research Analytics**. Candidates must be intelligent, curious, conscientious and motivated, and be sufficiently confident and self-motivated to excel in a start-up environment.

Duties & Responsibilities

The primary responsibility of the Manager, Research Analytics, will be to support high-quality delivery of market research studies conducted by Mindset Media. Specific duties will include these:

- Use Excel-based tools and off-the-shelf statistical packages to conduct analyses on the relationship between personality and consumer behavior using data from internal and external consumer panels;
- Create PowerPoint presentations showcasing the analytical findings, and deliver those presentations to internal teams and to Fortune 100 clients and their ad agencies;
- Develop new analytical approaches and “angles” that enhance insight and improve the quality of our research output;
- Assist in the creation of new research products and services;
- Work with clients, research vendors and Mindset Media staff to identify fertile areas for Mindset research and help specify that research;
- Support Mindset Media and partner sales teams with research that highlights the power of Mindsets;
- Step up, improvise, and do whatever needs to be done to generate revenue and keep our capabilities distinctive, superior and highly competitive.

Qualifications

The ideal candidate is whip-smart and a fast learner, but doesn't *necessarily* have experience in this exact role. We are, in fact, prepared to fill this role with an exceptional recent graduate or a proven performer who wants an exciting professional challenge, an entrepreneurial environment, and great people to work with.

The ideal candidate must also have:

- B.A. or B.S degree from a top-notch school
- Excellent Excel skills. Excellent PowerPoint skills a big plus.
- An ability to synthesize and summarize findings, both as data and in words
- Strong work ethic and work standards
- Charisma, even if it's “quiet”

Location

Mindset Media is headquartered in Tarrytown, NY on a tree-lined campus overlooking the Hudson River and several historical landmarks. The commute from Manhattan takes 35 minutes, and a number of our people do it every day. Driving here from northern New Jersey, Westchester and Connecticut is easy too, as our office is a mile from the Tappan Zee Bridge. Our offices are modern, with huge windows that let in the sunshine and natural beauty of the area.

Compensation

We offer an attractive compensation package, including a competitive salary, excellent health benefits, and company equity.

Contact

Serious candidates should submit a resume and brief explanatory email, with “Manager, Research Analytics” in the subject line, to jobs@mindset-media.com.