



Position Specification

Senior Director – Consumer Insights

The Company

Our client is a national quick-service restaurant company based in the Southwest US.

In fiscal year 2011, the Company is focused on three strategic business goals: improving food quality; optimizing operations, including enhancing the customer experience; and making market-centric gains.

The Position

Overview

The Senior Director Consumer Insights will support the business and marketing goals by delivering timely and relevant, fact-based consumer understanding and insights that facilitate strategic and tactical decision-making across all critical parts the organization—brand strategy, product development, product strategy, communications and operations. In short, the Senior Director of Consumer and Marketplace Insights will be the “voice of the customer” within the company, to capture and articulate customer and consumer insights, as well as key category, competitive and consumer trends, for the Company and across the QSR industry.

Reporting Relationships

This position will report directly to the VP Consumer Insights. Peer relationships include Daypart and Product Team (VP, Directors, Managers), VP Marketing, Directors of Creative and Media, Performance Planning (VP, Directors, Managers), VP Operations, Field Market Services (SVP, Directors), Director Value Strategy and Director Category Management.

Location

Southwest US

Responsibilities

- With guidance from the VP Consumer Insights, this person will provide management and supervision for market research and consumer insights. Projects include segmentation research, concept and product testing, advertising testing and evaluation, product research, brand health studies, consumer satisfaction and other tracking studies (e.g. promotions, satisfaction and a variety of other qualitative and quantitative research projects.)
- Work closely with senior management and peer groups to understand market needs and mine for commercially-valuable insights. Provide timely insights and recommendations on important industry and consumer trends and competitive activities which could impact company strategy and business decisions. This work will





include establishing a systematic monitoring of trends in the QSR industry that will inform strategic decisions and enable the Company to create a sustainable, competitive advantage.

- Design, field, and interpret primary and secondary market research studies to meet organization needs; select (rationalize) and manage all research vendors to ensure studies yield meaningful and actionable results. Set objectives and priorities for research, and create feasible delivery schedules for the collection, analysis and interpretation of data and findings. Establish and manage the annual research operating budget.
- Develop and lead a company-wide effort to broaden and deepen the knowledge base of the organization in the area of consumer research.
- Manage department personnel (if and when added) and be responsible for the overall direction, coordination and evaluation of these individuals. Carry out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include: interviewing, hiring and training employees; planning, assigning and directing work; appraising performance; rewarding and disciplining employees; and addressing complaints and resolving problems.

The Candidate

Education

A bachelor's degree in marketing or business is required.

Professional Qualifications

To perform this job successfully, an individual must be able to perform each essential competence satisfactorily. The requirements listed within this description are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Specific requirements include:

- Ten or more years of research experience, preferably in the quick-service restaurant or consumer-packaged-goods industry, with experience managing personnel and a budget.
- Demonstrated experience with both primary and secondary research, including design of qualitative and quantitative studies (conducted by phone, the Internet, groups or one-on-ones), and relevant experience in advertising testing and new products.
- Proven success in training and influencing cross-functional colleagues and internal clients.
- A strong commitment to creative collaboration both internally and with external Research partners.
- Proven record of discovering and applying consumer and marketplace insights in a fashion that impacts corporate and product strategy.

Demonstrated, logic-driven understanding of data evaluation including consumer, financial, industry, trend and local-market influences. Resourcefulness and ability to identify solutions to complex, multi-faceted business challenges, set measurable objectives and make solid data-driven recommendations that deliver key business goals.





- Understanding of the principles of project management. Effective time-management skills and an ability to focus on high-priority activities and not let everyday issues overwhelm key objectives. Successful record of leading cross-functional project teams, assigning key tasks and performing ongoing management supervision to ensure that results exceed project plan goals. Ability to set goals, determine priorities, plan, organize and follow through on assigned responsibilities.
- Ability to communicate trends and research results directly to franchisees. Ability to develop and build upon relationships within the franchisee community. Track record of working through a franchisee network would be a plus.
- Ability to influence across a complex multi-functional matrix to accomplish set objectives.
- Experienced in selling of ideas, with a collaborative communication style that cultivates buy-in. Exudes confidence in communications, is a good negotiator and has the flexibility to tailor information for relevance to the audience.
- Polished and poised manager with superior oral and written communications skills and the ability to establish strong rapport and credibility in the industry. Must have executive (boardroom) presence.
- Demonstrated capacity for, and/or a track record in, innovative and creative solutions for consumer insights problems.

Personal Qualifications

- Thought leadership
- Creativity and resourcefulness
- Relationship-building ability and emotional intelligence
- Intellectual curiosity and inquisitive nature
- Passion for problem solving

To learn more about this opportunity or provide a confidential referral, please contact:

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