**KANTAR IS THE WORLD’S LEADING DATA, INSIGHTS AND CONSULTING COMPANY**

Kantar's Analytics practice creates leading-edge offers focused on Brand and Marketing ROI, Brand Strategy and Innovation,

Content Analytics, Data Strategy and Engineering, and Customer Analytics in a way that is unmatched by our competitors.

We help clients connect ‘what’ and ‘why’ through thorough data investigation sound statistical solutions, resulting in richer and deeper insights and hence higher return on client investment in their brands.

**About the BMROI COE (Brand and Marketing Return on Investment Centre of Excellence)**

We advise clients on how to grow sales and brand equity for their brands, based on modeling of the brand’s sales, marketing and consumer perception data. Kantar’s proprietary methods quantify both short- and long-term gains from marketing investment, to provide a holistic picture of how far brand investments can really go. Skilled reading of consumer response models also helps us to guide brands on their advertising and communication strategies.

We are looking for a **Director – BMROI,** based in Bangalore.

**Role Description:**

The role involves working closely with the client’s CMI (research) and/ or brand marketing teams to offer insights and brand recommendations based on statistically sound modeling techniques. The Director is also responsible for managing the client relationship and providing inputs for RFI / RFPs for predictive analytics solutions. This position is a wonderful opportunity for anyone aspiring for a client-facing solution expert role.

**RESPONSIBILITIES**

* Work either independently or along with Kantar Client Servicing teams to prepare proposals in response to RFPs.
* Design analytical framework appropriate to the client’s business questions; provide associated time and cost for feasible alternative approaches suitable for limited or complex data.
* Manage client relationship and expectations during project delivery.
* Work with Senior Consultants reporting to you to ensure that due process is followed in project delivery.
* For large and / or complex projects, create guardrails and process documentation for team to use as checklists and guidance during execution.
* Take corrective action, if necessary (possible actions are process improvement, amendments to Ways of Working, process doc for a given project, rejig the team to bring in more experience, recommending billing for scope creep).
* Bring story to life in consulting decks at various stages of the project life cycle and present directly to end clients.
* Generate visibility for Kantar’s BMROI solutions by writing case studies and meta-learning basis Kantar’s benchmark databases.
* Manage a team size of up to 35 people spanning executive and supervisory roles.
* Will be responsible for internal reporting for self and team members via Senior Consultants. This includes but is not limited to time sheet reporting, team utilization, calculating productivity, effort estimation, training on process, unbiased inputs for annual reviews, ensuring compliance on organizational requirements.
* Ability to drive compliance across the team on company requirements

**ESSENTIAL SKILLS**

* Excellent quantitative aptitude and application of statistics to real world data
* End-client facing experience in research, analytics, consulting is a must.
* Agility to respond quickly to client queries
* Good spoken and written English communication
* Commercial acumen for driving business growth

**QUALIFICATIONS**

* Graduation in any discipline and Master’s in management or Masters in Statistics / Econometrics.
* Expertise in tackling typical business issues answered with these analyses and the data used.
* Proficiency in analytical tools / software like R, SAS, SPSS is a must.
* Competence and experience in Multi-touchpoint Attribution (MTA) and Sponsorship studies will be an added advantage

**PRIOR EXPERIENCE**

* **8+ years’** experience in Marketing and Media Mix, Forecasting, Consumer analytics, Segmentation etc.
* **Independent** delivery of projects to **end clients** with insights from analysis.
* Ability to **speak in business terms** is a required skill.
* People management of teams of at least 15 - 20 members.