

COMPANY NAME: MarketsandMarkets Research Pvt. Ltd.

COMPANY WEBSITE: www.marketsandmarkets.com

MarketsandMarkets was founded in 2009 with a simple, yet powerful, idea - focus on high growth disruptive technologies and use cases growing at 2X to 5X of the industry average wherein no market intelligence is usually available. At that time, every B2B company was starting to lose 50% of their revenue from old sources and to compensate, they were beginning to pivot towards new sources. This was leading to a dramatic global transformation, wherein roughly \$25 trillion of new revenue sources would emerge by the end of 2030. We also established that every business problem of a B2B company is rooted in the unknown shifts happening to their clients' and clients' clients' business.

Using our real-time intelligence platform in conjunction with our growth programs, we help B2B companies monetize these large economics shifts. Our AI-enabled platform helps in analyzing any global B2B business in an 'interconnected' way rather than in 'silos'. During the past 13 years, we got to work with more than 10,000 companies and created \$140+ billion of revenue impact for them. Our culture is defined as "GIVE growth" to promote a growth mindset among our 1000+ people and this approach resulted in our evolution from a market research publisher to a growth enabler. Earlier this year, Forbes recognized MarketsandMarkets as one of the America's best management consulting firms - evidently as the only India origin startup in the list of 200 firms globally.

JOB DESCRIPTION:

Designation: Research Associate

Job Location: Pune

Roles and Responsibilities:

- Conduct market research, using both systematic and intuitive research techniques, on new high growth technologies and products within an industry vertical to meet unmet needs of the market.
- Perform secondary research to build the analytical sections within each report and to identify data-points / market trends that would validate the market data against internal databases.
- Undertake primary research activities, such as identifying interview participants, developing contacts, and participating in interviews to generate quantitative and qualitative insights.
- Follow the table of content to complete the in-depth market assessment for individual Micro and Macro markets.
- Contribute to market engineering by assessing current market size and building forecast models for micro and macro markets across North America, Europe, APAC, and ROW
- Contribute to competitive intelligence sections in research studies by analyzing the key market players, their strategies, and their product portfolios.
- Analyze market shares of the top leaders & provide critical argument on the future leaders.
- Co-ordinate with senior research analyst/analyst and other members of the team to complete assigned tasks.

Qualifications:

- Masters (MBA/ MTech/ M.Sc./ PGDM/ PGDBM) is mandatory.
- Technical graduation is must: B.E/ B.Tech.(Computer Science, Information Technology, Electronics, Biotechnology, Chemical, Mechanical, Automotive, Production Engineer, Energy, Food, Agriculture)/ B. Pharm/ B.Sc. (Computer Science, IT, Biotech, Microbiology, Food, Agriculture)

Requirements:

- Good knowledge of Market estimation
- Excell business acumen and analytical skills (number crunching)
- Exceptional written and verbal communication skills
- Should be able to Articulate well.
- Expertise with Ms Excel, Ms PowerPoint, and Ms Word