



Client: Burton Snowboards

Website: <https://www.burton.com/us>

Position Title: Senior Strategy and Market Insights Analyst

Location: Burlington, Vermont

Instructions: Provide your answers the questions below and email the completed form to hn@gfc.com at your earliest convenience.

Name: _____ **Date:** _____

Q1. Why Burton? What made you interested about this role?

Q2. What is your 5-year plan? How do you feel like this role aligns with that?

Q3. Describe your experience researching new & existing markets. How do you typically go about estimating Total Market size, estimating market shares of key players, etc.? What do you do if you can't easily find the data you need?

Q4. What is your experience with financial modeling? Please provide examples of complex models you've created and the context of why they were necessary.

Q5. Describe your experience presenting to senior company leadership (could be at your own employer, to a client, etc.). How do you prepare for critical presentations like these?

Q6. Describe your experience presenting to senior company leadership (could be at your own employer, to a client, etc.). How do you prepare for critical presentations like these?

Q7. Based on the job description, what do you think your biggest gap is?

Q8. What do you need from your manager in order to succeed?



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Reports To: Senior Director of Global Strategy

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About Burton:

At Burton, we are a purpose-led brand rooted in snowboarding and the outdoors. We fight for the future of our people, planet, and sport. We aim to maximize our positive social impact and minimize our negative environmental impact while delivering high-quality performance products.

As a global leader in snowboarding, we're committed to diversity, equity, and inclusion for the long-term health of our company, sport, and community. Through these efforts, we aim to make snowboarding and the outdoors accessible to all.

The Breakdown:

The Senior Strategy & Market Insights Analyst is responsible for leading and helping drive strategy development projects that identify market trends, provide early warnings on threats and opportunities in the evolving competitive landscape, and evaluate their impact on Burton. They help executive decision-makers understand the implications of current and potential strategic decisions and drive action across the company through timely, impactful deliverables. This role will also include supporting the annual business planning process and corporate strategic planning with evaluation of market size and growth, trends and competitive dynamics.

You will work collaboratively alongside the company's senior strategy team members supporting strategic planning, market insight generation, quantitative analysis, and financial modeling activities. This is a unique opportunity to be a core member of a small team working on high visibility strategic projects which are commissioned by the executive leadership of the company. This position reports directly to the Senior Director of Global Strategy.

What You Get To Do:

- **Market Insights**
 - Conduct deep dive analysis of markets Burton is either currently in or contemplating entering. Typical types of analysis include: market size and growth & competitive dynamics, potential partners, competitors and M&A targets, in-depth company research of potential partners and acquisition targets to uncover risks and opportunities
 - Identify and analyze industry trends and extract implications on strategy, and share with senior leadership on a regular cadence
 - Collect business intelligence data from available industry reports, public information, field reports, or purchased sources
 - Develop creative solutions to overcome data availability challenges
 - Partner with Consumer Insights team to develop surveys, interview guides, focus group discussion guides, etc. and extract critical, actionable findings

- Communicate with customers, competitors, suppliers, professional organizations, or others to stay abreast of industry or business trends
- Business Strategy
 - Synthesize and extract most critical insights from varied internal business data sources to support recommendations for action
 - Support the financial and strategic evaluation of corporate development & investment opportunities (develop full three-statement financial models, forecast models, business cases, scenario models, etc.)
 - Assist with the execution of longer-tail strategic projects by developing project plans and collaborating closely with cross-functional stakeholders
 - Create models to identify key trends/patterns in external and internal data, forecast business performance, simulate the impact of potential strategic options/decisions
 - Co-create business intelligence tools or systems, including design of related databases, spreadsheets, or outputs
 - Maintain library of model documents, templates, or other reusable knowledge assets
 - Identify and draw on leading-edge analytical tools and techniques to develop creative approaches and new insights
- Advance and drive positive culture and performance by leaning in with new ideas, proactively embracing diversity, inclusion and customer-centricity, leading with a team vs “I” mindset, and owning accountability for continuous improvement and better outcomes

What You'll Bring To The Team:

- 2+ years of experience in a top-tier management consulting firm, investment bank, private equity, venture capital, corporate strategy, or other strategic function with extensive exposure to consulting, analytics, and modeling
- Excellent analytical skills and ability to interpret patterns across multiple data sources and translate into visualizations and narratives
- Exceptional communication skills, both written and oral
- Expert proficiency in Excel and PowerPoint; other data analytics tools or programs a plus (Power BI, Alteryx, etc.)
- Strong project management skills, including project structuring and managing multiple work streams independently
- Highly motivated self-starter able to work independently in a fast-paced environment
- Comfort solving complex and ambiguous problems
- Demonstrated initiative and keen desire to learn and grow
- Collaborative team player adaptive to changing needs
- Attention to detail and ability to deliver high quality work within defined timelines
- BS/BA degree in Business, Analytics, Finance, Economics, Mathematics or other STEM/related major preferred

Our HQ is based in Burlington, Vermont. We will offer relocation assistance to any candidate who is hired if they are able to move to Burlington.

Gallagher, Flynn, & Company, LLP has been retained to conduct this search. Interested candidates may apply by sending a resume and cover letter to Hakeem Nuru, HR Consulting & Recruiting Coordinator, at talentsolutions@gfc.com. While we appreciate all interest in this opportunity, only candidates most closely aligned with our search will be contacted.

Disclaimer: What is listed above is representative of the position's responsibilities but is not meant to be an exhaustive list. Responsibilities may change during employment at the company's discretion. Gallagher, Flynn & Company, LLP and our client do not discriminate in employment based on race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, parental status, military service, or other non-merit factors.