**Requisition Number:**

**Title: Specialist, Quantitative Sciences**

**(P2 - Specialist)**

**Position Description**

The position of Specialist, Quantitative Sciences requires the development of data-driven, profit-maximizing recommendations concerning the allocation and targeting of promotional resources through the application of quantitative methods to secondary data sources. The candidate will provide guidance and help define personal and digital strategies to assess and identify customers across multi-billion-dollar product portfolios.

 Primary activities and responsibilities include, but are not limited to:

* Promotion response modeling and Promotional resource allocation assessments
* Impact assessment for physician- and patient-directed promotional programs
* Market Mix analysis
* Return-on-investment analysis
* Channel Sequencing
* Behavioral segmentation
* Responsible for all phases of planning & executing projects assigned by manager.
* Ability to work autonomously on a project

The Primary Activities include:

* Directly influence decisions concerning the amount, allocation and targeting of promotional resources
* Projects are product-specific, including new and in-line products, and/or focused on issues spanning multiple products
* Challenged to synthesize information about therapeutic markets and their products, current marketing and sales practices, best practice marketing concepts, and pertinent market data to develop actionable promotion resource allocation recommendations

This position resides within the Promotion Optimization team within the US Market Analytics & Investment Optimization organization of US Market Operations and Strategy Realization.

**Position Qualifications:**

**Education Minimum Requirement:**

* Master’s Degree in Business Statistics, Management Science or Statistics

**Required Experience and Skills:**

* Work experience using analytical tools including SAS, Excel and R
* Statistical modeling techniques such as clustering, linear regression, longitudinal data analysis, linear optimization
* Application of statistical modeling techniques and data mining algorithms including probability theory, logistic regression, neural networks and supervised machine learning
* Understanding of the Health Care or Pharmaceutical industry and experience in using various 3rd party data sources, such as IMS Exponent and/or Longitudinal Patient Level Data.

* Good communication and leadership skills are critical in order to develop, propose and convey technical concepts to business customers and executives for improved promotion allocation.
* Ability to develop concise presentations with clear recommendations to inform decisions made by Senior Leaders.
* The candidate must also have demonstrated good client and project management experience, having to manage multiple analytical projects simultaneously and foster collaboration with colleagues.

**Preferred Experience and Skills:**

* Statistical modeling techniques such as clustering, linear regression, longitudinal data analysis, linear optimization
* Experience with Python, SQL and various analytical, visualization and data mining tools
* Experience with one or more of the following advanced techniques is also desirable:  Bayesian data analysis, longitudinal analysis of time series cross sectional data, repeated measures modeling, Hierarchical Linear Modeling, data mining techniques, Classification and Regression Trees, Discrete Choice Models, support vector machines and ensemble modeling.