

SALARIED EMPLOYMENT OPPORTUNITY

POSITION: Market Research Analyst
Exempt - Hastings

Reporting to the Marketing Director, the Market Research Analyst will be a collaborative member of the Innovation group responsible for researching and analyzing market opportunities in current, adjacent, and new markets. They will identify opportunities to utilize Flexfab's unique product offering to explore new markets and evaluate new product and technology opportunities. This position will drive crucial data to guide our business to the right opportunities with a strong business case foundation for growth. They will use their market research knowledge to mine qualitative and quantitative data while utilizing both primary and secondary methods. Since Flexfab's customers are top priority, this position will spend time traveling to our customers to discover opportunities, find unmet needs, and ensure Flexfab is exceeding expectations. This could also include, but is not limited to:

- Meet with valued customers to define problem statements and product innovation opportunities.
- Work with Sales team to understand customer's unique needs.
- Prepare Opportunity Analysis through primary and secondary research mining
- Provide data & trend analysis to support Business Case Development.
- Present Opportunities in Executive Summary format
- Evaluate new markets for potential diversification opportunities with current technologies.
- Discover new market opportunities to maximize current technology capacity and profitability
- Conduct market due diligence and solicitation of input of key thought leaders.
- Multi-task many projects and work with Director to prioritize projects.
- Evaluate unique needs of domestic and global regions.
- Anticipate Market and technology trends and evaluate strategic fit.

QUALIFICATIONS:

- Bachelor's degree in business with an emphasis in marketing or related discipline.
- Experienced Working within a Team.
- Opportunity Analysis Skills.
- Excellent analytical, interpersonal, organizational skills, and computer skills.
- Demonstrated effective time management and multi-tasking skills.
- Creative, with ability to understand and explain technical topics
- Collegiate or work experience in Market Research
- Must be willing to travel up to 20%.

If you meet these qualifications and are interested in being considered for this position, please submit your resume to Sara Whisler in Human Resources.

Flexfab is an equal opportunity employer, disability & veteran friendly.

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