



Marketing Science Statistician/Methodologist (Philadelphia Area)

Are you passionate about using cutting edge analytics, econometrics or statistics to solve market research problems or predict consumer behavior?

Are you literate in multiple statistical and econometric programming languages such as R, SAS, SPSS, or NLOGIT/LIMDEP?

If so, then this is the company you should consider...

Position Description:

iMarketResearch (iMR) is seeking a Marketing Science Statistician/Methodologist to join our growing and innovative team as a full-time employee, part-time employee, or consultant.

You'll engage with clients, analysts, and other advanced analytics experts to solve challenging market research projects for our customers. You will use your ingenuity to help develop and implement new market research deliverables.

You will also have the opportunity to serve as a consultant when applying industry-leading analytical methods used in advanced market research to provide valuable insights to clients.

Responsibilities:

- Consult with customers or internal team members by recommending statistical designs and methods most appropriate to answer research questions
- Create designs for statistical models, such as best-worst scaling (max-diff) and conjoint/discrete choice
- Conduct advanced statistical modeling and econometric analyses
- Interpret analytical results and draw conclusions about findings
- Assist in the creation of client deliverables, including PowerPoint reports and Excel-based spreadsheet simulators
- Identify new opportunities for value-added analytics
- Stay up to date on the most recent analytical, statistical and marketing science innovations and trends



Requirements:

- 1-3 years of relevant experience
- Master's Degree or PhD in Econometrics, Marketing, Operations Research, Statistics, Psychometrics or other quantitative analysis fields
- Technical knowledge/skills include: multivariate analysis, regression analysis, forecasting, and sampling
- Knowledge of or aptitude to learn conjoint/discrete choice analysis, latent class and other segmentation methods, Monte Carlo Markov chain models, promotion response analysis, panel data analysis, and computationally intensive methods (bootstrapping, boosting, etc.)
- Knowledge of hierarchical Bayesian linear and discrete choice modeling a big plus.
- Intermediate expertise in programming SPSS, R, and/or SAS required. Proficiency in, Nlogit/LIMDEP a plus
- Intermediate expertise in Excel VB or other transferable programming skill are required. Intermediate expertise with data visualization tools (Excel, PowerPoint, Tableau, etc.) is a plus
- Experience working in Life Sciences / Pharmaceutical industry is a plus

Compensation and Benefits:

- Remuneration is competitive base salary and a benefit package, including
 - 2 weeks of vacation
 - Paid holidays
 - Medical insurance (company pays the majority of premium)
- Results-oriented environment allows for flexibility in work hours/location as long as expectations are met
- Convenient main office location in Newtown, PA; free parking

How to Apply:

To apply for this position, please use our online application form, which can be found at: imarketresearch.com/careers/

Please direct any inquiries or questions to admin@imarketresearch.com.

About iMarketResearch

- iMarketResearch is a strategic market research consulting company serving the pharmaceutical industry
- We believe that advanced market research can be done easier, faster and better than what is typically being done today
- We also believe that for sound market research one needs to fully grasp and apply scientific principles of consumer behavior, survey research, marketing science, econometric and statistical modeling
- We are looking for talented people who are passionate about market research and advanced analytics and truly want to make an impact on the industry

The Benefits of Joining our Team

iMarketResearch offers unique and exciting career opportunities as a growing firm in the dynamic field of pharmaceutical market research and consulting.

From unparalleled learning and creativity to the opportunity to join a company on the ground floor, we strongly believe that iMarketResearch offers many tangible and intangible benefits that make it an appealing destination for those searching for more than just a job:

Innovation

Take part in re-imagining how advanced market research projects could be conducted

Help develop new methods, approaches, products, and strategies

Opportunity

Grow as far and as fast as your talent and motivation will take you

Learn something new every day and tackle a wide variety of challenges

Flexibility

Accommodating work schedule in terms of hours and location

Role and responsibilities will adapt to your interests, skills, and performance

Environment

Fun, casual, and non-hierarchical culture

Work with other bright, passionate, and highly motivated individuals