

Market researcher needed for concept development work (FMPG)

The ideal candidate is a smaller boutique research company that recognizes that the market research industry is changing and that their growth depends on changing and growing with it. Typical clients to be serviced seek predictable concepts and are looking for help with applications of Clayton Christiansen's innovation theory and its Customer Job concepts that need market footholds.

As with many new things, there will be a learning curve. Help will be provided using training and mentoring to make the transition as smooth as possible. However, the following skills, experience and capabilities would also be helpful.

- Research background suitable for supporting product development teams with strong interpersonal skills
- Access to a vetted pool of interview candidates (skilled shoppers and consumers) willing and able to answer designers' questions with follow-up on a regular basis for the life of projects
- Relevant data collection and analytical expertise
- Ability to use online interviewing systems and/or focus groups

Please send credentials and schedule a call with a principal

ContactUs@JTBDinnovation.com