PA

Market Insights Analyst

Our Purpose…

… is to liberate customers from complexity so innovation can thrive.

My Purpose…

..is to make commercially driven recommendations for new B2B product initiatives by designing and executing product and research frameworks, collecting and interpreting data, and formulating reports based upon the research findings.

Some ’great to haves’ are…

* Experience in the energy sector
* Experience in SaaS product and marketing research

The key capabilities I will use every day are…

* Qualitative and Quantitative B2B Product and Marketing research methodologies
* Project Management
* Presentation and Communication
* Evaluation and Insights

The impact I will have on customers is…

* Conduct voice of customer research
* Assess customers unmet needs
* Identify market opportunities
* Assess competitive landscape
* Go-to-market planning
* Perform pricing studies

The behaviours I embody will be…

Develop You

We take every opportunity to educate and develop.

We develop ourselves and build relationships based on trust, integrity, empathy and respect.​

Dream Big

We embrace change and the future.

We are curious and challenge the ‘norm’ - working together to push boundaries and innovate.

Delight Customers

We do what we say
we will. ​

Our customers are our priority, and we identify and anticipate their needs.​

Drive Success

Mediocre isn’t an option!

We take responsibility to achieve results and create an environment that enables everyone to perform at their best.

Read below to find out the **serious stuff**!