

Innovation Market Researcher and Strategist (full-time)

With previous experience in market research, product and communications strategy.

At Edizon, formerly known as Strategyn iip innovation in progress, we help companies become more **customer-centric** by researching true customer needs, quantifying value creation potential and providing growth strategies with a high success rate. In alliance with Strategyn USA we implement **Outcome-Driven Innovation®** with Jobs-to-be-Done theory. We are actively recruiting for our international team.

We are looking for:

- **University degree**, preferably in business studies, engineering, sociology or psychology
- **Extensive practical experience** in market research and/or strategical product management
- **Practical market research knowledge**
 - **Qualitative** – interview execution and analysis
 - **Quantitative** – study draft design and survey, field work planning and coordination, data analysis and preparation of findings
- A **good understanding** of statistical software
- Strong **technical skills**
- **Advanced spoken and written English**

Your duties will include:

- **Independent execution and leading** of customer insight projects as a solid basis for strategy development
- **Identifying and consolidating customer needs**, coordinating and performing qualitative interviews with B2B and B2C test subjects
- **Identifying innovation potential**, conceptualising and analysing data
- **Presenting customer-centred growth strategies** for products, services and business models
- **Optimizing communications**
- **Preparing presentations** and clearly communicating findings from research and data analysis to key stakeholders and Executive Team.

What we offer in return:

- The opportunity to support and **work with international clients independently** from idea to execution
- **An international, dynamic environment**
- Professional **development through training programs**
- A working base in **Amstetten** or **Vienna** (travel may account for up to 30% of your schedule), home office option

Application:

- Net monthly salary of € 3,200 with paid overtime depending on experience and qualifications.
- We look forward to receiving your application and credentials. To apply for this opportunity please send your résumé and cover letter to Bettina Wagner bettina.wagner@edizon-innovation.com, quoting reference "Market Researcher".

UNCOVER
WHAT YOUR
CUSTOMERS
REALLY WANT