

Activities

- Data collection and activation Unlock ad hoc and periodical data (such as market and / or (customer) data, Big Data) from systems and other sources (possibly through modeling) for reporting, activation and / or analysis. Initiates, specifies, reports and / or monitors activities concerning the provision of data from different data sources. Validates the data so that these are of qualitative level and complete. Mitigates any external risk of privacy and competition-sensitive data.
- Analysis - Analyzes and interprets the relevant data. Comes to new insights by combining data from different sources. Develops and works with quantitative models, techniques and / or research methods.
- Reporting and advice - Reports and presents relevant and useful (predictive) results of analyzes to stakeholders. Acts as a source of information / sparring partner for employees, management and / or possible external relations regarding issues concerning their own specialization. Provides solicited and unsolicited insight and advice to stakeholders regarding their own specialization. Supports in decision-making processes by providing input on the basis of identified and expected developments and / or insights.
- Stakeholder management - Relevant stakeholders have been identified, informed and connected to achieve maximum impact.

Competences / capacities:

- You have strong conceptual and communicative dignities that enable you to make an impact and to ask the right questions at the right time.
- You are able to dive into the details and at the same time keep overseeing the complete picture.
- And fast switching difficult? You get energy of speed and dynamics!

Experience:

- HBO / Academic work and thinking level
- Minimum 3 years experience in CRM and data analysis
- Knowledge of Salesforce and Power BI is a plus
- Knowledge of and experience with project-based work.
- Proactive setting to direct sales activities from marketing ('marketing drives sales')
- Analytical and drive
- Hands-on mentality