



Ipsos is looking for a new Head of our Data Science team

? WHO ARE WE?

Ipsos is one of the biggest market research companies in the world. Worldwide, Ipsos can be found in 88 countries and is counting over 16,000 employees. In Belgium, Ipsos is one of the leading companies with over 130 employees. Based on consumer and customer surveys, social media analysis, analysis of existing data, ... we help our clients to make better decisions, to improve their products, to determine the price of their products, to make their brands more dynamic, to create better advertising campaigns, and to keep their customers satisfied. Our customers come from very diverse industries: telecom, FMCG, durables, finance, services ... and we carry out research for them in a B2C as well as a B2B context.

Can you help drive our Data Sciences team?

We are looking for a leader of our **Data Sciences team**. The data sciences team works closely together with the market research teams and helps answering key client questions.

OUR NEW HEAD OF DATA SCIENCES:

- Leads a team of two to four data scientists, and is responsible for the management and recruitment of data sciences staff for our growing business.
- Is able to partner with our market researchers and (blue chip) clients as a trusted advisor. Key area's of responsibility are market research designs and applying statistical analysis to research and other data sources with the objective to help deliver with impact to our clients.
- Is responsible for innovation in our data sciences team, and the development of delivery tools. Connects with the international Ipsos Data Sciences team to bring the latest innovations to Belgium.

🔍 WHAT WILL YOU BE DOING?

You will be responsible for:

- Developing our expertise on analyses using multiple and diverse data sources
- Conducting diverse advanced statistical analyses on market research data. Techniques include segmentation, conjoint (choice behavior), regression techniques, modelling, data mining, text mining, data fusion, ...
- Consulting the research teams with methodological advice and support to interpret analyses
- Automation of tools for frequent analyses, for internal and external use
- Developing new algorithms for statistical analyses
- Internal training for research teams
- Contribute to business development in data sciences.

★ DO YOU RECOGNIZE YOURSELF?

Personality

- A true passion for working with diverse types of data from different sectors
- Interested (and experience) in market research
- Strong communicator

- Able to explain complex analysis in an easy to understand way
- Critical and analytical mindset
- Client oriented, commercial acumen
- Creative and solution oriented
- Ambitious and willing to continuously develop yourself

Knowledge & skills

- Preferably: Master degree in Economics, Marketing, Applied Sciences, Mathematics, Physics, Social Sciences. A PhD is an added value.
- Strong statistical insights, by experience or training
- At least four years of relevant experience in data sciences or market research analytics
- Experience with programming in one or more languages, like SPSS, R, Python, SAS, ...
- Experience with some of the following techniques: segmentation, regression analysis, factor analysis, conjoint, data mining, predictive modelling, text analysis, data fusion...
- Knowledge of SQL is an asset
- Experience in a commercial environment is a strong asset
- Experience in people management is a plus
- Fluent in Dutch and English, French is an asset



WHAT DRIVES THE PEOPLE WHO WORK AT IPSOS:

- You arrive in a young and driven team where collegiality is not an empty word
- You work in an international environment
- You help customers whose products and brands you, your family, and friends know and use yourself
- You add the opinion of the consumer to the decision process of a lot of companies in Belgium, in other words impact!
- You work on a project base so you have a lot of variety
- You get to know diverse customers and sectors
- You work closely with our customers, and you get satisfaction in presenting the results
- We work with the latest technologies like eye tracking, social listening, virtual reality, ...
- We like people to grow, but preferably at a pace they feel comfortable with themselves
- We do a lot of activities with the colleagues to get to know each other better



CONTACT US!

Send your CV and a motivation letter with reference 'DS' to Barber Stes - Barber.Stes@ipsos.com. For more information about our company have a look at www.ipsos.com.

