



Date: April 2020
Location: Chicago, IL
Company: CGA Nielsen (Global), LLC

Client Solutions Director

(Job Location: Chicago, IL)

About Nielsen CGA

A distinct company combining the global reach of Nielsen and the on-premise expertise of CGA – in 2015, the Nielsen CGA business brought a host of world-class On Premise capabilities to the USA for the very first time. Based out of Nielsen's offices in Chicago's loop, Nielsen CGA works with America's leading drink brands, their distributors, and many of the well-known restaurant chains supplying this dynamic and fascinating channel. The market's biggest drinks brands work with us because we have proven many times that our industry-leading tools, supplemented with world-leading On Premise consultancy credentials, means we are uniquely equipped to truly make a difference to their performance in this complex market.

In this role, you will be responsible for:

Responsible for applying quantitative modeling and data optimization methods to drive the development and delivery of CGA Nielsen's flagship On Premise (local hotel, bar and restaurant) market research product, OPM (On Premise Measurement) in the United States, which helps industry clients formulate and execute their marketing and sales policies and strategies:

Collaborate with the Senior Vice President (SVP) of CGA Nielsen to assess the competitive landscape, refine new service development plans and tactics, and define the strategy for the OPM product line.

Collaborate with project teams of developers and technical leads to provide high-quality OPM services, including innovation of enhanced services. Run the CGA Nielsen OPM training program for external clients and internal Client Services teams.

Collaborate with the client base throughout the sales and legal process to effectively coordinate contractual agreements with product introductions, including creation and closing of deals that secure new sources of business intelligence and revenue.

Collaborate with project teams of developers and technical leads to continue delivering OPM in the United States. Grow personal profile and industry reputation by delivering

strategic insight presentations on OPM to key external and internal stakeholders, and at industry conferences.

Report to the SVP on project updates as compared against program vision and goals. Provide thought leadership regarding OPM quality, process and communication improvement across the business. Supervise 2 to 4 Client (Solutions) Managers, and oversee (with supervisory authority) 8 to 10 offshore Client Managers/Directors.

Involves weekly domestic travel, for up to 2 days/trip, to meet with clients. Tools and technologies used include: MS Office (Word, Excel and PowerPoint), Nielsen Answers on Demand (AOD) platform, CGA Nielsen OPUS and KAST portals, and other CGA Nielsen platforms.

FOR THIS ROLE, WE ARE LOOKING FOR INDIVIDUALS THAT HAVE:

Minimum Requirements:

Bachelor's degree in market research / marketing, advertising, public relations, communications, journalism or a related degree (foreign equivalent degree acceptable) plus 3 years of post-baccalaureate, progressively responsible experience in marketing/market research consulting for alcohol beverage manufacturers, distributors and retailers, focused on the On Premise channel.

This must include: 3 years of experience in/with: establishing and managing consultative relationships with the client, and collaborating with client service teams to deliver insight and analytics in the U.S. OPM market; presenting at industry events as an expert in the field of measurement analytics for alcohol beverages in the U.S. OPM market; and working with CGA or similar market measurement products, services and methodologies. Strong skills in MS Office (Word, Excel and PowerPoint). Must be willing to travel domestically weekly, for up to 2 days/trip.

CGA Nielsen is committed to hiring and retaining a diverse workforce. We are proud to be an Equal Opportunity/Affirmative Action-Employer, making decisions without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability status, age, marital status, protected veteran status or any other protected class.

JOB TYPE: Regular

PRIMARY LOCATION: North America-US-Chicago, IL

ORGANIZATION: Nielsen CGA

SCHEDULE: Full-time

SHIFT: Day

TRAVEL: Yes