



Position: Account Executive
Supervisor: CEO

Management Insight creates business insights proprietary to our clients that drive key strategies and tactics for top-tier high technology companies. This is accomplished by leveraging advanced market research techniques and an in-depth knowledge of technology products and markets. We rely on a consultative approach and rigorous processes to produce pristine data quality, insightful analysis, and compelling PowerPoint reports. Management Insight is a learning company, striving to push the frontiers of research methods and their application and to maintain an intellectually stimulating growth environment for our professional staff.

ACCOUNT EXECUTIVE

The Account Executive (AE) has primary responsibility to deliver world-class research (in collaboration with our research team) and to develop client relationships, leading to organic growth of our business. We take an execution-oriented view of the Account Executive role – by focusing on delivering superior results to our clients and making a difference in their businesses – our clients will continue to do business with us and refer us to others.

The AE will be responsible for executing both quantitative and qualitative research. Our AE's typically moderate groups, traveling with our clients.

The AE has responsibility to frame research projects for our clients, develop proposals and close deals, develop high quality research instruments in collaboration with a research manager and team, provide high-level oversight during fielding, collaborate with the research manager and team to frame the report outline and template (with emphasis on the storyline), write business implications and indicated actions, and present results to our clients.

Specific responsibilities of the AE include (but are not necessarily limited to):

- Identify research opportunities for our clients
- Develop proposal based on opportunities or in response to RFPs
- Conduct hypotheses sessions with our clients
- In deep collaboration with Research Teams, develop high-quality, business compelling research instruments that are 'designed for fieldability'
- Provide high-level oversight during the fielding process, with focus on problem resolution
- In deep collaboration with our Research Teams, frame the report flow, focusing on storyline
- Review the report templates once they are designed by the research team
- Review the report for accuracy, insight and commentary
- Write the business implications, SWOT, indicated actions, and related text
- Present results to our clients, sometimes at the CEO level

(continued...)

Through this cycle, the AE has responsibility to:

- Create “raving fans” among our clients; Graceful management of expectations regarding project scope and schedule, acting on the client’s behalf to create win-win outcomes, as well as dependable and regular communication of project status metrics to clients and the internal team members are essential
- Acting with the highest level of integrity to get to the best possible outcomes in the event of problems
- Demonstrate a high level of expertise when architecting research and designing proposals, questionnaires and analytic plans

Our AE’s typically have the following:

- Passion for solving business problems through the use of primary market research methods
- Passion for technology and the technology industry
- Ability to develop trust at a senior level with our clients
- Ability to apply advanced multivariate statistics to business problems – often real-time (the ability to think quickly)
- A keen eye for detail and superior organizational skills
- Desire to roll up the sleeves and do the work
- Advanced degree in business, research and/or technology
- Experience and track record as an AE, research manager or client manager on the supplier side
- Ability to manage multiple project tasks in a deadline-driven environment
- Proven leadership/management and team building skills
- Excellent communication, interpersonal, and client management skills

Additional desired background and skills:

- The creativity to develop PowerPoint slides with powerful message capabilities
- Background and experience in technology industry
- Previous supervisory experience

Compensation is commensurate with experience.

At Management Insight, we are dedicated to providing high-quality results to our clients on a timely basis. We hire only ‘A’ performers and believe that a lean company structure, emphasis on team spirit over hierarchy, and an atmosphere of trust and openness, lead to high efficiency and productivity. If this position inspires you and you meet the aforementioned requirements, please send a resume and cover letter to Human Resources (hr@mgtinsight.com).

Management Insight is an equal opportunity employer.