



DIRECTOR OF MARKET INTELLIGENCE / PRINCIPAL ANALYST

With offices in France, Germany, Japan, Korea, Greater China and the U.S.A, Yole Développement (Yole) the « More than Moore » company, provides market research, technology analysis, strategic consulting, media services and financial services to a worldwide customer base.

Covering emerging and disruptive silicon and micro manufacturing markets, the group supports companies, investors and R&D organizations by delivering comprehensive analysis that helps them understand the market and technology trends critical to their business.

JOB DESCRIPTION

Our company proposes a **Market Intelligence Director / Principal Analyst**. You will be responsible for understanding the offers of competing companies, their market position, their pricing policy, and for questioning Yole's target customers and marketing approach.

You will also actively collect insights in order to remain current with the competitive landscape and work in partnership with the Executives, Marketing and Sales teams to develop new products strategies as well as generate more revenues with our existing customers.

Regular business trips (Europe, USA, Asia) are expected.

The position is based in our HQ in Lyon (France).

YOUR RESPONSABILITIES

You will be responsible for :

- Analyzing the environment and the offer of current and potential competitors in our markets and activities
- Leading dynamically a permanent monitoring, focused on both historical and emerging competitors
- Creating in-depth profiles of our competitors, describing their current positioning and strategies
- Analyzing collected data to provide a pricing strategy and give recommendations for pricing adjustments
- Analyzing the macroeconomic context and environment in close collaboration with the Economist
- Conducting focus groups to integrate the technological trends in collaboration with the Division Directors
- Building a competitive strategy with the CEO and challenge him on his orientation choices
- Producing reports on emerging technologies and structuring projects for Yole.

EDUCATION / EXPERIENCE

- Advanced degree in Engineering, Business Economics, Analytical Business specialty
- Skills in the semiconductors related field would be a strong plus
- 5+ years of experience in a senior role in Market Research, Competitive Intelligence, or comparable research role, including experience using competitive intelligence tools.
- Strong attention to detail, and excellent organization and time management skills.
- Highly-motivated to develop expertise in industry trends and the use of data and analytics to recommend better competitive positioning.
- Proficiency in English (minimum TOEIC 800)

Please send your latest CV & cover letter to recruiting@yole.fr

