



JOB DESCRIPTION

JOB TITLE:	Associate Director – Sales Analytics	JOB CODE:	
DEPARTMENT:	Insights & Analytics	LOCATION:	NY
REPORT TO:	Director- Sales Analytics	FLSA (US ONLY):	Exempt
DIRECT REPORTS:	Yes	REVISED:	

JOB PURPOSE (JOB SUMMARY):

The Associate Director of Business Analytics is a critical leadership role in the Invesco's Insights & Analytics organization supporting Invesco's retail businesses in the Americas. Reporting to the Director of Sales Analytics, the Associate Director of Sales Analytics will help enhance the insight generation and application of data and analytics across Americas Field Distribution. The objective is to create a competitive advantage and drive change in how we go to market and engage clients across sales and marketing. The Associate Director will manage a team of two (for now) focused on sales data management and visualization, Sales analytics, as well as client segmentation and strategy. This team's success will significantly accelerate Invesco's ability to increase revenue based on deep knowledge at the individual client level.

THE DEPARTMENT: INSIGHT AND ANALYTICS

Insight and Analytics is responsible for increasing data driven decision making at Invesco. The group works mostly with the Americas Distribution and Marketing teams to help increase net sales through a better understanding of our clients (financial advisors). It works like a small startup within the organization, with a clear focus on improving effectiveness and efficiency through end-to-end management of data, analytics, visualization and in-field implementation. While the team is not new, there is a distinct focus on restructuring the talent through training and recruiting as well as redefining the vision and engagement model with the rest of the organization. In short, it's an exciting place to be at for leaders who want to set and own their paths forward.

KEY RESPONSIBILITIES / DUTIES:

- **Drive Sales Analytics Strategy:** Help promote effective use of data and analytics and bring about a strategic mindset shift in the sales organization
- Identify, build and refine segmentation and targeting approaches for the Sales organization
- Use data driven client profiling to help increase effectiveness of sales strategies
- Rationalize and co-lead the automation of analytical insight generation based on business requirements
- Identify opportunities and lead the design of tools / applications that can improve effectiveness and efficiency of the sales organization
- Build strong partnership and relationships with key stakeholders from different segments of Americas Sales team
- Be an effective partner to drive net sales
- Provide ongoing monitoring of performance of decision systems and statistic models
- Dynamically prioritize work, analyze interdependencies and deliver against deadlines
- **Drive Vizualization in Sales Teams:** Work closely with I&A's visualization team to expand the meaningful use of insights via tools and dashboards
 - o Enables easy access to relevant data to support sales and marketing strategy, including self-service distribution diagnostics, FA cohort identification and opportunity sizing

- Supports insight generation through appropriately designed visual and intuitive dashboards
- **Support Data Strategy:** Help deliver the vision of data as a strategic asset to the firm
 - provides thought leadership regarding leading edge data solutions from any and all sources that will help further our ability to drive insights from client data
 - drives a deep understanding of global trends in data to prepare the Americas retail and institutional businesses for today and tomorrow
 - Help the Global Distribution Data Office to define the data model and align taxonomies to streamline analytics

OTHER RESPONSIBILITIES

- Defines, analyzes and reports on metrics that track the success of the data and analytical capabilities
- Ensures appropriate communications across various departments regarding roadmap progress and alignment
- Fosters a culture of innovation by acting as a catalyst for generating ideas, leading pilots to quickly test these new ideas, and partner to deploy solutions that are successful
- Builds and maintains high impact client data partnerships with internal clients, external clients and consultancies

WORK EXPERIENCE / KNOWLEDGE:

- Analytics background and experience in B2B or B2C analytics in sales and/or marketing
- 8+ years experience developing distribution strategies, business intelligence capabilities and 'data driven decision making'
- History of successfully leading and implementing mid-large, complex analytical projects
- Preferred experiences include any one of: management consulting at a top-tier firm, business leadership role in data-driven or financial startups, analytical leadership roles in financial institutions working on distribution projects
- Background in distribution in the asset management industry / High Net Worth clientele a plus

SKILLS / COMPETENCIES/ATTRIBUTES:

- Excellent interpersonal skills and demonstrated ability to work effectively with colleagues across all levels of the organization by leading through influence
- Exceptional intellectual horsepower and passion for excellence; strong problem-solving skills
- Distinctive written and verbal communication skills to lead engagement with sales, marketing, and technology leaders
- Solid business acumen including ability to think strategically, exhibit sound business judgement, and demonstrated strong drive-for-results
- Experience with dealing with newer and less mature technologies, proofs of concepts, driving pilots, and product evaluations
- Deep understanding of financial metrics, statistical concepts and predictive analytics
- Expertise in communicating data insights through appropriate charts and graphs

FORMAL EDUCATION:

- BA/BS in relevant field
- Advanced degrees (MS/MBA) preferred

WORKING CONDITIONS:

Normal office environment with little exposure to noise, dust and temperatures.

Normally works a regular schedule of hours, however hours may vary depending upon the project or initiative. Hours may include evenings and/or weekends. Periodic travel required.

Disclaimer: *The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job. Incumbents may be required to perform other duties as deemed appropriate by the supervisor from time to time.*