



(Senior) Director/Consultant, Health Care

Greenwald & Associates has an opening for a senior-level market researcher with a history of successfully designing and executing market research projects on health care and health insurance topics. Excellence in client relationship management is essential, as is the ability to work effectively with team members. This is a new position due to the growth of our business in the health care sector.

Responsibilities

- Work closely with clients to clarify business issues and design research projects using the optimal qualitative and/or quantitative research techniques for each situation
- Direct the Greenwald project team to execute research projects efficiently, delegating smartly, and following company standards for quality
- Take a lead role in designing questionnaires/discussion guides, analyze data and information, report findings and present results
- Partner with clients to communicate results of research efforts internally and participate in the development of action plans
- Direct and mentor junior level research staff
- Manage client accounts to understand their needs, manage expectations and build long-term relationships
- Develop proposals and pricing estimates
- Explore new tools and techniques emerging within the market research/market intelligence arena for application to client work
- Participate in company efforts to increase company visibility and promote image as the premier research partner for health care organizations

Competencies

- Understanding of health care/insurance industry
- Client focus
- Collaboration skills
- Personal effectiveness/credibility
- Communication proficiency
- Market research expertise, including qualitative and quantitative
- Leadership
- Presentation skills
- Strategic thinking
- Initiative

Desired Experience

- Minimum of 8 years of experience working within a market research environment focused on health care/health insurance topics
- Client-side experience a plus

*Please send cover letters and resumes to lisaweber@greenwaldresearch.com
or call (202) 686-0300 for more information.*