



## **Senior Associate/Research Director, Financial Services**

Greenwald & Associates has an opening for an experienced research project manager/director with a history of successfully managing market research projects from design through analysis and reporting for financial services and/or employee benefits clients. Excellence in client service is essential, as is the ability to work effectively with colleagues.

### Responsibilities

- With the help of practice leads, work with clients to clarify business issues and design research projects using the optimal qualitative and/or quantitative research techniques for each situation
- Execute research projects efficiently and following company standards for quality, including engaging and monitoring internal resources, vendors, and communicating progress to senior management and clients
- Write questionnaires/discussion guides, review client feedback/suggestions and make appropriate changes
- Take the lead role in analyzing data and information, using SPSS, Excel, and data tabulation books
- Take the lead role in developing outstanding, visual reports that effectively communicate important findings
- Conduct in-depth interviews and moderate focus groups
- Assist with other project work as needed
- Develop/grow subject matter expertise in area(s) assigned

### Competencies

- Market research expertise, including qualitative and quantitative
- Client focus
- Attention to detail
- Analytical thinking
- Initiative
- Communication proficiency
- Understanding of research data structures
- Collaboration skills

### Desired Experience

- Minimum of 5 years of experience working within a market research environment (client or supplier side)
- Experience in financial services and/or employee benefits market research a plus
- Experience using PowerPoint, SPSS or similar software for survey research required
- Experience or strong desire to conduct qualitative research preferred
- Bachelor's degree required

*Please send cover letters and resumes to [lisagreenwald@greenwaldresearch.com](mailto:lisagreenwald@greenwaldresearch.com)  
or call (202) 686-0300 for more information.*