



Market Research Analyst

BackOffice Associates® is a worldwide leader in data migration and information management solutions, with a concentration on enhancing SAP® data quality since 1996. Our range of products and services address the needs of business and IT users seeking to unlock the value of their data assets. Whether monitoring ongoing information quality, or executing the most complex migration and governance initiatives, BackOffice Associates is the clear choice for customers requiring “Business-Ready Data Every Day™”.

We are looking for an energetic, self-directed, committed and goal-oriented individual with the desire to join a world-class organization.

Position Summary

In this position you will be responsible for participating in critical Competitive and Market Intelligence (CMI) research that includes strategic market trends in the data quality / data management arena, competitive analysis, and review of large ERP / IT vendor strategy (SAP, Oracle, IBM,...). Success at the position involves distilling multiple sources of information such as analyst reports, public articles and social media forums, into focused insights. Deliverables will include pre-defined summaries and reports but also alerts that help summarize these vast information sources into actionable intelligence that will feed sales, product and corporate strategy.

This is a unique opportunity to join a new team being built from the ground up and to have a major impact on the business. This is a full time position that will report directly to the CMO.

Position location is flexible but would most likely be based out of our Reston, VA or Harwich, Massachusetts offices.

Qualifications:

- Strong written and oral communications skills with an analytical/inquisitive mind.
- Bachelor's degree in Business, Engineering, Computer Science or other related analytical or technical disciplines, or at least four (4) years related experience
- Minimum two (2) years in a technical or analyst role, preferably as a CMI analyst
- Experience with Enterprise Information Management, data quality, data governance, enterprise software and SAP a major plus
- Proficient in Microsoft® Office products.

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