



## Market Research Analyst

Unshackled, Palo Alto, CA seeks Market Research Analysts – Researching international market expansion including emerging markets and market conditions in East African local, regional and national areas, based on the targets of the specific projects. Monitoring and forecasting market and business strategy trends in the project industries, focusing first on the new project on the shipping logistics industry and for innovation areas of a corporation related to end-to-end cycle of technology inventions and innovation. Designing, evaluating, and implementing appropriate methods for collecting and analyzing data from customers and providers in the shipping logistics industry, including constructing A/B tests in order to confirm marketing methodology to be utilized, market impact surveys, questionnaires, and opinion polls. Gathering information on competitors, pricing, sales, and marketing/distribution methods. Working with management in formulating strategies for product offerings for various projects and leading a distributed global team. Forecasting the topical market trends based on large data sets from research firms, expectations, new product developments and other market disruptors. Performing economic analyses and developing hypotheses on potential competitive strategies based on our long-term business development strategy. Conducting quantitative and qualitative analysis on our performance and efficiency, and analyzing our lifecycle marketing performance, and developing a demand generation operations system that will facilitate. Requires 50% travel to E. Africa to meet with potential clients, partners, vendors, etc. & perform market research to apply logistics technologies within African market.

Requires Bachelor's (or foreign educ. equiv.) Degree in Management field, Market Research or related and two (2) yrs. experience in the job offered or related. Experience must have included at least 2 yrs. in each of the following: Working with innovation arms of a corporation related to end-to-end cycle of technology inventions and innovation; Working in international market expansion including emerging markets and African markets specifically; Managing a distributed global team; Demand generation and lifecycle marketing analytics; Constructing A/B tests in order to confirm marketing methodology to be utilized; and Working with large datasets to draw insights and conclusions on market trends.

Send resume to: [apply@unshackledvc.com](mailto:apply@unshackledvc.com) and subject line/refer to "MRA"



