



The new insights manager

Generic description for an insights manager



1. Excellent verbal and written communication
2. Numeric and analytical skills
3. Familiar with research techniques such as brand tracking, product evaluation, etc.
4. Medium-high Excel knowledge
5. Desired use of Market Research tools (SPSS, KWP online etc.)
6. Teamwork & leadership skills.
7. Client service orientation.
8. Results oriented and influence the business
9. Acceptable work under pressure.
10. Ability to multi-task

Four critical skills, that I have over looked when hiring an insights manager...this is my thesis



1. What the consumer wants

- We are good at finding out what the consumers want
- New techniques such as neuro have helped us sharpen these skills

- However, we lack the understanding on how money is made and therefore, we cannot connect an insight to a revenue opportunity

2. How money is made?

- Can we draw a **red thread** between the insight and revenue & profit



3. Humility

- The ability to say “I don’t know”

4. Curiosity

- To go find the answer.....



Thank-you

Questions, comments or I think that your thesis is completely rubbish