

Tires Channel Director-EU

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Company: GfK

Location: Leuven

Category: computer-and-mathematical

Description

About this Job

The primary purpose of this role is to improve GfK's position within the Tires industry.

The Tires Channel Director will leverage their extensive network and deep industry understanding to forge pivotal connections with key industry stakeholders, both within retail and manufacturers. This role demands a strategic blend of expertise and industry acumen, enabling effective planning and execution of ambitious projects.

The position is of strategic importance, as the successful execution of these responsibilities is anticipated to elevate retail data partnerships, enhance service quality, and open new business opportunities. Contributions via this role will be instrumental in shaping the future trajectory of GfK's growth and success in the Tires market globally.

Responsibilities

The Tires Channel Director will play a pivotal role in driving strategic initiatives, focusing on the following key areas:

Data Partnerships

Define Proposition : Take a leading role in refining and enhancing GfK's value proposition.

This involves a deep understanding of industry dynamics and customer needs to ensure that offerings and go to market are competitive and relevant

Identification of Key Industry Touchpoints : Actively identify and engage with vital industry touchpoints, facilitating the introduction and promotion of GfK's data partnership model

Improve coverage through retailer recruitment: Investigate and facilitate new data sourcing using various methods; direct approaches, industry organizations, software providers etc, always aiming to expand and diversify the reach of GfK's data partnerships

Data quality Improvement : Engage with our current partners to improve current data partnerships in terms of content, accuracy, frequency and timeliness

Refinement of Pitch Documents : Provide expert feedback on pitch documents, ensuring they are compelling and also effectively aligned with industry expectations and standards. This includes crafting persuasive narratives and tailoring messages to resonate with targeted stakeholders

Public Speaking Engagements: The role includes orchestrating presentations at industry organizations and events, ensuring GfK's research findings are effectively communicated and showcased to the relevant audiences to support the aims of the role

Service Expansions

Opportunity Identification : Utilize in-depth market knowledge and analysis to identify potential business opportunities that complement and expand the current portfolio

Business Case Development Aid in the creation of robust business cases, guiding strategic decisions and expansion plans

Develop long term relevance: Leverage wider NIQ data capabilities, including Activate and data monetization models Build plans for enhancing other industry data sources

Skills and Qualifications

Extensive Industry Network : Demonstrated ability to leverage an expansive network within the industry, facilitating impactful connections and collaborations.

Deep Industry Knowledge : A thorough understanding of the industry, including a keen insight into stakeholder needs and market dynamics. This knowledge is crucial for providing informed and effective guidance

Proven Consulting Experience: A solid track record of success in consulting roles, showcasing the ability to swiftly adapt and contribute value in new and diverse professional environments

Business Development Skills : Exceptional ability in initiating and developing new business relationships, including proficiency in making cold approaches and opening doors to new opportunities. This skill is essential for expanding GfK's reach and influence in the market

Communication and Interpersonal Skills : Strong communication abilities, both written and verbal, are vital for effective stakeholder engagement and team collaboration

Strategic Thinking and Problem-Solving Abilities : Aptitude for strategic planning and the capability to address complex challenges with innovative solutions

Matrix Management: Able to productively leverage our internal network of local experts

Location and Travel Requirements

Ideally based in Europe, the role is designed to be conducted remotely with some working days in the local office. Mutually agreed travel will be required, such as attending industry events or participating in face to face meetings. All travel will be subject to approval and based on business needs.

Duration and Time Commitment

Full time role with immediate start date

About NielsenIQ

NIQ, the world's leading consumer intelligence company, reveals new pathways to growth for retailers and consumer goods manufacturers. With operations in more than 100 countries, NIQ delivers the most complete and clear understanding of consumer buying behavior through an advanced business intelligence platform with integrated predictive analytics. NIQ delivers the Full View.

NIQ was founded in 1923 and is an Advent International portfolio company. For more information, visit [NIQ.com](https://www.niq.com)

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Our Commitment to Diversity, Equity, and Inclusion

NielsenIQ is committed to reflecting the diversity of the clients, communities, and markets we measure within our own workforce. We exist to count everyone and are on a mission to systematically embed inclusion and diversity into all aspects of our workforce, measurement, and products. We enthusiastically invite candidates who share that mission to join us.

We are proud to be an Equal Opportunity/Affirmative Action-Employer, making decisions without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability status, age, marital status, protected veteran status or any other protected class. Our global non-discrimination policy covers these protected classes in every market in which we do business worldwide.

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