

## PhD-level Statistician – Toronto

### Let's start with you...

Let's face it, without the smartest and most passionate PEOPLE joining our team, we can't build the world's biggest brands. We are looking to find a talented Statistician who has superior presentation skills to join our team as we look to revolutionize the market research industry. We can't wait to tell you about our work, but we want to focus on YOU first.

### Keep reading if YOU are...

- ∞ A qualified statistician and data scientist who will provide analytic leadership and training to enable our research teams to deliver sophisticated, data-driven insights for our clients based on primarily online survey-based data (associative data, choice data, reaction time data, typical linear and ordinal data)
  - However, you should want to push the envelope, capable of analyzing unstructured data, knowledgeable in dealing with missing data problems, interested in and experienced in PGMs such as Bayes Nets.
- ∞ Experienced demonstrating technical expertise and posses the ability to clearly communicate advanced concepts in a lay-friendly manner
- ∞ Expertly able to translate client requests into the core business questions and then identify an appropriate strategy to answer those questions with data
- ∞ Excited to drive continued innovation in our analytics practices! This will include adapting existing methods to our context as well as developing and validating new techniques that can be used to answer re-occurring branding questions. Job duties will be approximately 50% analysis, 25% innovation, and 25% education or presentation.

### But why Hotspex instead of other research companies?

- ∞ We're not "part" of the research world, we are reinventing it using leading edge technology
- ∞ We don't "do" research, we build iconic brands with our proprietary research methodologies
- ∞ We have built and use our world class human motivation measurement platform to drive insight
- ∞ Innovation is in our blood – we're changing how marketers understand the consumer-brand relationship
- ∞ We drive learning journeys for continuous personal and professional development within a work culture full of fun, adventurous, creative and intelligent individuals!

### Build long-term brand equity

There's a sense of pride that comes from building brands people love and our world class platform helps clients measure and map all of the human motivators that drive consumer decisions, so that clients make the smartest choices to grow their brands. At Hotspex, our people are our brand, and we want you to grow with us!



We need leaders, like you, who will help turn ideas into results, connecting brands and consumers with winning design and strategy.

Join our team and to be part of the difference we're making in the marketing world and enjoy the excitement of being part of quickly growing and expanding company!

## What does the Hotspex brand mean?



In our 15 years of brand building, we have come to understand that the most successful brands operate in their "RIGHT SPACE" – the space that is most ownable, believable, and profitable for the brand. We have also learned that balance is the key to building a thriving brand. Our brand starts with 'HOT' associations with emotionally charged excitement, innovation and is balanced with 'SPEX' associations of being trustworthy, meticulous, and practical.

## Some of your significant contributions will include:

Core duties and responsibilities include the following. Other duties may be assigned.

- Help translate client questions into survey instrument and analytical plan.
- Conduct analysis using a range of techniques including but not limited to the following:
  1. MDS mapping
  2. Impact Analysis
  3. Segmentation (multi-domain and a variety of techniques is required)
  4. Conjoint including Menu-based Conjoint
  5. Discrete Choice, Maxdiff and other choice based methods
  6. Data extrapolation techniques (e.g. Lagrange or Kriging)
  7. Classification trees, and other data mining approaches

8. Weighting and Raking
  9. Pricing model including Van Westendorp, demand curve analysis, and Gabor-Grainger
- We have a strong interest into leveraging the following analyses or tools (All are not required)
    1. Bayesian Networks
    2. Machine Learning
    3. Unstructured Data Analysis
    4. Ensemble Models
    5. Neural Networks
  - Demonstrated proficiency in some of the below software packages (with the opportunity to include others at your request)
    1. R
    2. SAS
    3. SPSS
    4. Sawtooth
  - Ability to create comprehensive models of human behaviour using inter-disciplinary approaches
  - Skillful presentation of advanced analytical techniques and results to more advanced clients
  - Proven ability to think outside the box to apply techniques in new and exciting ways
  - Strong ability to manage workflow and competing tasks in a high-speed environment
  - Document the technical process, metrics, and workflow for the analytical function
  - Increase research opportunities through contributing to proposal submissions
  - Educate, analyze, and review progress of employees seeking to increase their analytical skills

*Nice-to-have's include:*

Familiarity with any of the following:

1. Implicit Psychometrics
2. Machine-learning
3. Automation of processes
4. Fuzzy permutation analysis

### **About you:**

- Ph.D. (or appropriate advanced degree) in Mathematics, Applied Mathematics, Mathematical Statistics or a related discipline
- **Experience in carrying out research in a fast paced, client-driven environment.**
- Exceptionally strong written and verbal English communication skills
- Must have real world experience in probabilistic modeling
- Strong intellectual interest in a broad range of scientific and engineering disciplines
- Ability to work with diverse technical and administrative teams from academia, government, and industry
- Able to initiate open discussion with internal and external customers to understand and troubleshoot problems
- Wired to have fun and work hard with a great team of like-minded people!