

Are you the one, leading our team and company to a higher level?

Don't wait any longer and apply now! Haystack is looking for YOU!

SAY YES IF OUR OFFER CAN DELIGHT YOU

We are investing as much in people as in innovations. We create an environment that offers opportunities to develop and where you feel part of a great, dynamic, and passionate team of colleagues and experts. Join a fresh-eyed company where ownership and autonomy are encouraged.

- Challenging projects for an international client base seeking added value
- Customized training plans and exciting career opportunities
- We embrace 'hybrid' working! In a very nice and inspiring office in Heverlee where collaboration is stimulated combined with working from home. We organised ourselves in such a digital way to optimize our way of working at the same level as well from home as at the office.
- A competitive salary on top of a set of extra-legal advantages in a very flexible environment based on mutual trust. A company where colleagues are proud of each other, where successes are celebrated and where everyone is aiming for the same goal: a healthy, sustainable and most of all fun best place to work.

SAY YES IF YOU WANT TO JOIN AN 'AMAZING PLACE TO WORK'

We empower people and brands to reach their full potential. The better we all listen, the better we all act.

Haystack Consulting, founded in 1974, is an insight-led innovation consultancy agency collaborating closely with industry leaders, challengers, and disruptors aiming to positively shape the business landscape. People and brands who place their audiences—and these audiences' needs—front and centre. As creative inspirers and daring explorers, we empower these people and brands to create memorable brand experiences, rooted in human insights. Our team of Needlefinders delivers actionable insights with deep perspective. Our "whatever it takes" approach, rooted in consumer understanding, allows us to craft bespoke research solutions. Using an array of scalable, best-in-class & innovative methodologies, we provide research & consulting solutions that help you make better & smarter decisions and create an impact in your organization.

We don't just ask what is, but explore what could be:

- **Explore and innovate** - Combining entrepreneurial agility with commercial rigour to create winning innovations in products, services and packaging.
- **Brand Strategy** - Helping to shape a distinct and long-term future of your brand, from market and category understanding to inception and communication.

SAY YES IF YOU ARE THE BUSINESS DIRECTOR WE ARE LOOKING FOR

As Business Director of a hybrid team, you are responsible for providing a strong, inspiring, and effective leadership to a team of consultants. You shape a culture in which people can reach their full potential. You provide guidance to co-workers making choices about their career and help them to grow. You ensure an effective planning of resources and qualitative deliverables to achieve delighted clients. You build and foster client relationships between and outside current projects and can sell in additional work. You detect business opportunities and put together credentials.

As member of the Leadership Team, you ensure Haystack takes the necessary steps in innovation, digitization, and automation in order to stay ahead of competition. With this management head on, you will work closely together to continuously guarantee the wellbeing of all our Needlefinders within the company. You continually look outside the box and bring new initiatives to the team and the company.

People Management / Coaching

- THE people manager: acts on training needs and provides regular feedback to team members
- Responsible for Performance Review evaluations and Feed Forward (individual growth opportunities)
- Oversees overall planning of team members and foresees and signals potential bottlenecks upfront
- Motivates and nurtures team through support and guidance / coaching
- Stretches the team's train of thought

Business / company acumen and contribution

- Develops and executes a business plan with overall revenue / profit achievement
- Analyses team revenue in relation to team workload and number of FTE's; continuously strives for an optimal balance keeping in mind the overall company financial targets.
- Fosters profitable client growth
- Actively contributes to strengthen the Haystack brand and positioning, both internally and externally
- Manages and control business and administrative hygiene factors, has a trained eye for optimisations
- Directs objectives to achieve targeted sales, revenue and profit
- Actively takes part in the Leadership Team to continuously improving and securing Haystacks future

Client Relationship Management | Proposals & Designs | New Business Development

- Builds and develops strong relationships with clients and acts as escalation point for them. Possesses an in-depth interest in their business and industry trends / issues.
- Proactively talks to clients about our product portfolio and can tailor this to the client's needs.
- Connects the dots between various research outcomes to generate added value for the client.
- Structures and improves quality of our proposals to assure we bring the highest service level.
- Creates and contributes to strategically high-level proposals.
- Ensures a high level of client loyalty, recognizes opportunities leading to recurring and new business.
- Detects business opportunities and puts together credentials and leads the meeting
- Continually looks outside the box and brings new initiatives to the team

Project Management

- Leads the client project team day-to-day, providing coaching, suggestions and guidance
- Structures and improves pithy, relevant and actionable summaries, conclusions and implications that give the client strategic advice on where to go next.
- Oversees the entire research process to ensure project success from commercial approach, quality, research methodologies and innovative deliverables.
- Storytelling and consistently exploring creative and imaginative ways to deliver insights, able to bring in learnings from the wider context to contribute to the results.
- Acts as a catalyst for change and improvement in performance and quality
- Acts as an expert and is trusted by their team members

SAY YES IF YOU FEEL YOU ARE THE ONE

- You have an extensive understanding of the FMCG market and the market research industry
- You are known as an expert in innovation and brand experience consulting and love to empower people by high level co-creation sessions
- You have the natural flair to lead to a higher level with a human approach, a very encouraging vibe and actionable plans
- You love to devour consumer research and psychology matters with an analytical spirit
- You are practical and organized
- You work independently & result-oriented in an accurate, consistent and proactive manner
- You love finding answers to research or business questions, regardless of the methodology
- You are pro-active and enthusiastic.
- You like to team-up, showing the 'make it happen' attitude
- You have 10+ years' experience in a similar consulting strategy function

4 TIMES YES?

Now that your heart is beating faster and you can't wait to tell your friends about the above... Stop, breathe in and apply via our website: www.haystack-consulting.com/join-us

We look forward to hearing from you!

At Haystack, we empower people, brands and ideas to reach their full potential"

Website: www.haystack-consulting.com

Industry: Market Research - Headquarters: Heverlee, Belgium – Founded in 1974

Locations: Amsterdam (the Netherlands), Antwerp (Belgium), New York (United States of America)